

BAY REGION BUSINESS

Vol. 18

1961



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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

VOLUME 18 • NUMBER 1 • JANUARY 13, 1961

New Chamber Officers and Directors Begin 1961 Term

President

O. R. DOERR

Vice President in Charge of Sales, Pacific Gas and Electric Company. Born St. Louis, Mo. Educated at St. Louis University and U. S. Naval Academy. Joined Great Western Power Company (merchandising) in 1921. Joined P.G. & E. in 1930 when Great Western Power Company was merged into the organization. Became General Sales Manager of P.G. & E. in 1939 and Vice President in Charge of Sales in 1948.



Third Vice President

PHILIP DI GIORGIO

Executive Vice President, Director and Executive Committee member of Di Giorgio Fruit Company. Director and Executive Committee member of S. & W. Fine Foods, Inc. and TreeSweet Products Co. (wholly owned subsidiaries of Di Giorgio and of New York Fruit Auction Corporation). Born in Baltimore, Maryland. Graduate of the University of Notre Dame, class of 1930.



Treasurer

GEORGE M. DEAN

Vice President and General Manager, The Pacific Telephone and Telegraph Co. Born Spokane, Wash. B.A., University of Idaho. Joined Pac. Tel. in 1924; held various engineering and supervisory positions until 1940. Served in U.S. Army, 1940-45; released as Colonel. Asst. Vice Pres., Pac. Tel., Seattle, 1947-52; Vice Pres. and Gen. Mgr., Wash.-Idaho Area, 1953-55; Asst. Vice Pres., A. T. & T. Co., 1956-57; Vice Pres. and Gen. Mgr., Pacific Tel. and Tel. Co., 1957.



First Vice President

WILLIS M. HOLTUM

Mgr., Western Div., City Mortgage Dept., Equitable Life Assurance Society of U.S. Born in San Jose; attended San Jose schools and Univ. of Calif. California Pacific Title Ins. Co., 1926. Served with Aetna Life Ins. Co., Coldwell, Banker & Co. and Federal Home Loan Bank Board. Joined Equitable 16 years ago. Past Pres., Mortgage Bankers Assn., No. Calif. Chap.; Past Pres., American Inst. of Real Estate Appraisers, No. Calif. Chapter.



Fourth Vice President

G. L. FOX

General Manager, San Francisco Chamber of Commerce. Born in Stockton. Attended University of California with major studies in industrial engineering and management. Spent 3 years as working newspaperman and managing editor. Was industrial and traffic director of Parr-Richmond Terminal Co. for 6 years before joining San Francisco Chamber in 1943. Former manager, industrial department, Stockton Chamber.



Assistant Treasurer

DEXTER C. TIGHT

General Attorney, W. P. Fuller & Co. Formerly associated with Pillsbury, Madison & Sutro. Was 1960 President of the San Francisco Junior Chamber of Commerce. A native San Franciscan. Attended Lowell High School. Received his A.B. degree from Denison University, Granville, O., in 1948. Graduated from Yale University Law School. During World War II he was a Lieutenant in the U. S. Army.



Second Vice President

F. S. HIRSCHLER

President, The Emporium Capwell Company. Born in San Francisco, 1902. Joined The Emporium in 1925; became General Manager and Vice President of The Emporium Capwell Company in 1954 and President in 1958. Director of Associated Merchandising Corporation, New York; Director, California Retailers Association and Better Business Bureau, San Francisco. Graduate of Polytechnic High School, San Francisco, and the University of California.



Secretary

MARIE A. HOGAN

Secretary, San Francisco Chamber of Commerce, since 1929. A native of Grass Valley, California. Selected as "Woman of Distinction in the Field of Public Relations" in 1957 by the Business and Professional Women's Clubs of San Francisco. Member, American Chamber of Commerce Executives; member, Board of Directors, Catholic Social Service of San Francisco. Serves as Secretary to the Board, custodian of Chamber records, and executes assignments directed by General Manager.



President's Message

By O. R. DOERR

"The presidency of the San Francisco Chamber is an opportunity for community service.

"All indices indicate that the San Francisco Bay Region is to continue its startling population growth and there is much to be done if San Francisco is to maintain its leadership within the Bay Area as well as on the Pacific Coast. Of course San Francisco is not striving to be the biggest city in California or in the West, but we do have a strategic position on the Coast and on the Pacific Basin and are determined to enhance San

(Turn to page six)

Hitting the High Spots

with JIM WARNOCK

ARCHITECT JOHN S. BOLLES, member of the Chamber Industrial Development Committee, will discuss "Industrial Planning in the Bay Area" Tuesday, January 31, at a luncheon meeting of the Industrial Development Club in the Commercial Club. . . .

DALE ROE has been appointed northern California Manager, and Mrs. Dorothy Kent Office Manager, of Trade Publishers, Inc., 1581 Mission Street, according to Sol Bender, President and Publisher. The organization publishes **Industrial News** in 14 western states and also publishes **General Aviation News**. . . .

THE ANNUAL Winter Home Furnishings Market will be held January 23-27 at the Western Merchandise Mart, according to Robert W. Zinkhon, Director of Public Relations. More than 3,000 manufacturers from all parts of the world will introduce their latest designs, colors, fabrics and materials. . . .

BRYANT ELECTRIC COMPANY has established a Pacific zone headquarters at 1224 Mariposa Street with office and warehouse at the location. After 73 years of making wiring devices, the company is adding a full line of circuit breaker load centers. Clyde H. Wood of San Mateo has been appointed zone Manager. . . .

GEORGE D. CULLER, Associate Director of the San Francisco Museum of Art since 1958, has been moved up to the post of Director. . . .

THE SAN FRANCISCO CHAPTER of Executives' Secretaries, Inc., named Mrs. Ethel Fuhrmann of Owens-Illinois Glass Company as its President during its annual installation meeting yesterday at the Sir Francis Drake. . . .

THE FIRST of an annual series of nationwide reports on studies of salaries in selected professional, administrative, technical and clerical occupations, made by the U.S. Department of Labor, is now available. Copies of the report, "National Survey of Professional and Technical and Clerical Pay, Winter 1959-60, Bulletin No. 1286," may be purchased for 35 cents a copy from the Department of Labor's Bureau of Labor Statistics, 630 Sansome Street, Room 802, San Francisco 11. . . .

INTERNATIONAL SCIENCE FOUNDATION's third edition of scientific resources of the San Francisco Bay Area, describing the technological resources of the area, \$5 a copy, is on sale at the Chamber.



NEWEST ORGANIZATION WITHIN the Chamber is the Contact Club, comprised of representatives of San Francisco business firms devoted to broadening the base of Chamber membership. Reading clockwise around the table to the left are Adi R. Bana, Harry Rodriguez, Ed Collins, Tom Stein, Herbert Blechman, Paul Gomez, Herbert H. Harmon (Manager of the Membership Department), F. H. Frembling, Gene Whitworth, Phil Hoehn, G. L. Fox (Chamber General Manager), Frank Rossi, John J. Mulcahy and William Siden. Standing is William J. Bird, Membership Chairman and Western Vice President of John Hancock Mutual Life Insurance Company. Reading clockwise around the table to the right are Bill Harris, Robert S. Snider, Al Enderlin, Lawrence C. Johnson, William C. Squires, S. B. Andrews and Carroll Walker.

INCOME FROM the agricultural and land operations of the San Francisco Water Department reached an alltime high of \$400,000 for the past fiscal year, according to General Manager James H. Turner. The sum is \$25,000 greater than the 1958-59 income of \$375,000. . . .

MAJOR AIRLINES will soon be showing movies to jet passengers. Strato-Cinema, a new system designed to present feature-length films on a wide screen in the passenger cabin, has been made available to major domestic and foreign airlines by In-flight Motion Pictures, Inc., of New York City. . . .

"HOW TO PROTECT Your Small Business Investment," a book written by Nathaniel C. Berkowitz, Management Consultant of N. C. Berkowitz & Co., 400 Montgomery Street, has just been published by Hesperian House. "The author provides a succinct and sound systematic approach for seekers and receivers of venture capital and cuts through misconceptions and financial jargon in this clear and comprehensive handbook," according to critics. . . .

PAUL PURDOM, former Public Director and Account Executive of Boland Associates, has joined in partnership with Robert Rubin to form the Rubin and Purdom Company, San Francisco public relations and sales promotion firm, Rubin formed the Robert Rubin Company earlier last summer. The new firm has moved into more spacious offices at the former company's present address, Columbus Tower, 916 Kearny Street, YUkon 6-1296. . . .

FORMATION OF THE firm of Strong, Wishart & Holt, Management Consultants, has been announced by Theodore K. Strong, Ian S. Wishart and Hamilton Holt, Jr., all of whom previously were associated with McKinsey & Co., Inc., in San Francisco. Offices of the new firm are at 233 Montgomery Street. . . .

A NEW SAN FRANCISCO ADVERTISING Agency has been formed by James A. Jordan and J. C. Danielson, to be called Jordan-Danielson Advertising, headquartered at 1736 Stockton Street. Jordan was an executive with the Plough Broadcasting Corporation in Chicago, the Hearst Newspapers and the Bartell Broadcasting Company of San Francisco and Milwaukee. Danielson has a background of more than 14 years in advertising and radio and television. . . .

THE FIVE-COUNTY Bay Area Rapid Transit District has established a speakers program to explain rapid transit plans at meetings of civic, fraternal, business and other types of groups and organizations, according to General Manager John M. Peirce. Requests should be addressed to the district headquarters, 628 Flood Building. . . .

LESTER WOLFE, President of William J. Rountree Co., Inc., has announced the formation of Rountree Agencies, Inc., a new subsidiary company with headquarters in New York and branch offices in San Francisco, Los Angeles, and Portland, Ore. The new company will commence operations simultaneously with the formation of Mitsui Line Agencies, Inc., a U. S. subsidiary of Mitsui Steamship Co., Ltd., Tokyo. The two new firms will jointly manage operations of the vast Mitsui Line Fleet throughout the Western Hemisphere. . . .

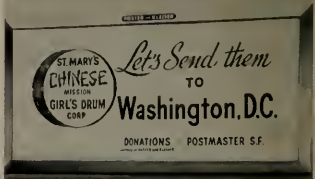
GERALD H. HAGAR, Oakland attorney, has been appointed Central Coast Regional Vice President of the California State Chamber of Commerce, according to Edward R. Valentine, President. . . .

PUBLIC UNDERSTANDING of the facts of atomic energy is directly related to public acceptance of industrial and other non-military applications of atomic energy. Ignorance and confusion go hand-in-hand with fear and doubts of the peace-time role of the atom, according to a nationwide public opinion survey recently conducted on behalf of the General Electric Company. . . .

INDUSTRIAL DIVISION of Weeks-Howe-Emerson Co. has moved to new quarters at 140 Potrero Avenue with twice the area of the old headquarters at 750 Harrison Street. The division specializes in wire rope, blocks, drop forgings, Link-Belt Company products, chain and allied products. . . .



FRANK KING, Secretary-Manager of the San Leandro Chamber of Commerce (right), is shown being installed by G. L. Fox, General Manager of the San Francisco Chamber (center) as 1961 President of the Central and Northern California Chambers of Commerce Executives. To the left is James Park, Manager of the Fairfield Chamber of Commerce, 1960 President.



DRIVE TO SEND the St. Mary's Chinese Girls Drum Corps to the January 20 inaugural parade is backed up by this bulletin provided by Foster & Kleiser as a public service. Contributions are still needed if San Francisco is to be represented by this world-unique group. Checks may be made payable to Chinese Girls, 333 Pine Street. Hundreds of Chamber members have contributed nearly \$3,000 to date.

Directors

(Continued from page five)

ROSS B. YERBY

Vice President-Marketing, California Packing Corporation. Born in New York City. Attended Georgetown University and New York University. Entered the food business in 1932. Joined his present company in 1937 as a jobbing salesman in the New York office. Became Assistant Division Sales Manager in New York in 1946. Appointed Division Sales Manager, Eastern territory, 1949, also elected to Board of Directors the same year. In 1955 he was appointed Assistant General Sales Director with headquarters in San Francisco. Appointed General Sales Director in 1958 and Vice President-Marketing in 1959.



Ex-Officio Directors

PAUL ELDER, JR.

President, Retail Merchants Association of the Chamber. President of Paul Elder & Co. Born in Berkeley in 1906. Attended University of California, class of 1928. Joined the firm started by his father in 1930. Became manager in 1944. Served as a member of the Board of Directors of the American Booksellers' Association and is currently a member of the Board of Directors of the Booksellers' Association of Northern California. Member of the Rotary Club and the Bohemian Club.



ELDEN R. KNAUF

President, San Francisco World Trade Association (affiliate of the Chamber). Manager, Export Sales Division, Crown Zellerbach Corporation. Born in Scio, Ore. Began his career as a yard laborer in the Camas mill division of Crown Zellerbach in 1926. Became a foreman and then Assistant Superintendent of Production Planning. In 1936 he entered the sales field in San Francisco and became Manager of the Export Sales Division in 1940. When Crown Zellerbach Overseas Corporation was organized in 1952, he was elected President of the subsidiary.



WILLIAM C. WUNSCH

President, San Francisco Junior Chamber of Commerce. Attorney, United States District Court. Native of New Mexico. Received B.A. degree from the University of New Mexico and LL.B. from Stanford University. He has been an attorney with the U. S. District Court since his admission to the California Bar Association in 1950. Since joining the Junior Chamber in 1956, he has been a member of the Junior Chamber Public Affairs Committee and has served as its Secretary (1957), Chairman and Director (1958).



ROBERT T. BLOUGH

Executive Manager of the San Francisco Junior Chamber of Commerce. Graduated from the University of California (Berkeley) major in journalism. Was a radio announcer for Station WCRO in Johnstown, Pa., spent four years on active duty with the United States Coast Guard and was a Counselor with the Alameda County Juvenile Hall. Has been active with the El Cerrito Junior Chamber of Commerce and was named "Jaycee of the Month" by that organization in November, 1957.



Civic Development Agriculture, Public Affairs



Harold V. Starr
Manager



Randle P. Shields
Manager

Research Department Domestic Trade



Fritz Albershardt
Manager



Sidney H. Keil
Manager

Industrial



Lewis M. Holland
Manager



Harold T. Wood
Assistant Manager

Chamber Departments

At the Service of Membership, Business and the Community

Membership



Herbert H. Harmon
Manager



Ernesto Montano
Field Representative

Transportation



Charles C. Miller
Manager



James M. Cooper
Assistant Manager

Publicity



James D. Warnock
Manager



Joseph I. Haughey
Assistant Manager

World Trade



James P. Wilson
Manager



Howard Stephenson
Assistant Manager

President's Message

(Continued from page one)

Francisco's rank as a major headquarters city of the nation.

"Increasing population necessitates new employment opportunities which come from the maintenance of a favorable business climate and a good selling job in a competitive market. Otherwise San Francisco and the Bay Area can have more people than they know what to do with, and this condition must be averted by the Chamber's program."

"If we are to stimulate economic growth, encourage civic development, perform innumerable community services and give the community the representation which it merits, the Chamber must continue to gain additional support from all elements of the City. Splendid progress in this regard was made in 1960 but the results of this year are not adequate for the job which must be done in 1961.

"As President of the Chamber, I will be only one of a complex organization and my effectiveness will be measured by general membership support which I solicit."

Unity Achieved by Produce Merchants

An old Chamber goal—the unification of the produce industry merchants—has been achieved with the signing of commitments enabling Del Webb Construction Co. to put together final plans for a new produce market at Islais Creek.

The industry achieved unified action by signing agreements calling for construction of a market with 94 stalls—more than the project will accommodate in the foreseeable future—after many months of negotiations under the leadership of Milton I. Ross, President of Jacobs, Malcolm and Burt. The committee formed to work with the Webb organization under Ross includes Richard Meyerhoff, Vice President of Levy and Zentner; Russell Rustici, Vice President of Sunset Produce Co.; George L. Burger, President of the company of the same name; Angelo Pera, President, Ghiselli Bros.; and Roy Scola, President, John D. De Martini Co.

Ross stressed the role of the Chamber and G. L. Fox, Chamber General Manager, in achieving unification of the industry and noted that the idea of moving the produce market to modern facilities was formed by the Chamber in 1939.



PACIFIC TELEPHONE becomes San Francisco's first major corporate donor to the St. Mary's Chinese School Drum Corps as Roy N. Buell, San Francisco Division Manager of P.T.&T., gives a \$400 check to Principal John Yehall Chin to help defray cost of the ensemble's trip to Washington, D.C., for the presidential inauguration. Members of the Corps look on happily. The phone company gave an equal amount to Capuchino High School Band, which is also making the trip.

World Traders Elect 14 New Directors

A panel of 14 directors for the year 1961 has been elected by the World Trade Association.

Eight directors were elected from the panel of International Trade and Allied Fields:

James S. Baker, President of James S. Baker Co.; A. R. Gale, Vice President, Ampex International; Benjamin M. Hansen, President of Franz & Hansen, Ltd.; F. R. Knudt, President, Crown Zellerbach's overseas corporation; Peter H. Mackay, Vice President, Atkins, Knoll & Co.; George H. Mahoney, Vice President, Pacific Coast division, W. R. Grace & Co.; and B. T. Rocca, Sr., Chairman of the Board, Pacific Vegetable Oil Corporation.

Directors elected from the panel of International Banking and investment:

Wendell B. Berry, Assistant Vice President, Crocker-Anglo National Bank; William C. French, Assistant Manager, foreign department, Bank of California; and Robert Taylor, Assistant Vice President, Wells Fargo American Trust Company.

Directors elected from the panel of International Transportation and Communications:

Ralph B. Dewey, President, Pacific American Steamship Association; and Raymond V. Winkler, President, General Steamship Corporation, Ltd.

Fred S. Galbreath, Vice President of the Marine Office of America, was elected as a director from the panel of International Insurance.

Restriction of Armed Forces' Family Overseas Residence Questioned

Restriction of armed forces' families from residence overseas "could weaken the defense posture of the United States, increase military costs and create greater problems than those it attempts to solve," O. R. Doerr, President of the Chamber, has warned Washington officials in an airmail letter.

Chamber Calendar

January 17—**SPAWTA**—World Trade Club, 12 noon. Speaker: William A. Lander, Director of Public Information, Organization of American States.

January 17—**AGRICULTURAL COMMITTEE**—Vanderbilt Room, Fairmont Hotel, 12 noon, featuring plans for new produce terminal for San Francisco.

January 18—**R.M.A. BOARD OF DIRECTORS**—Bohemian Club, 8 a.m.

January 18—**CONTACT CLUB**—John Hancock Building, 255 California St., 10:45 a.m.

January 18—**INTER-CITY SECTION**—Commercial Club, 12 noon, Agenda: 1961 program plans.

January 25—**CONTACT CLUB**—John Hancock Building, 255 California St., 10:45 a.m.

January 25—**MANUFACTURERS COMMITTEE**—Commercial Club, 12:15 p.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE

BUSINESS

VOLUME 18 • NUMBER 2 • JANUARY 27, 1961



PLANS for relocating the San Francisco wholesale produce market at Islais Creek were unveiled at a recent luncheon meeting of the Chamber Agricultural Committee and Chamber Redevelopment Coordinating Committee in the Fairmont Hotel by Welton Becket and Associates. The Islais Creek site (outlined in white) is depicted above. It will be located in the southeast section of San Francisco (see map inset above), bounded roughly by James Lick Memorial Freeway on the west, Army Street to the north and Third Street on the east.

Photo courtesy of Welton Becket & Associates

Record \$130 Million Set For S. F. Building Permits

Authorized building permits, which topped \$100 million for the first time in San Francisco's history in 1959, amounted to \$130 million in 1960, 18 per cent above the previous record year, according to the Research Department of the Chamber. Permits issued numbered 11,741, 6.5 per cent above 1959. The number of dwelling units authorized, 3,880, was 26 per cent higher than the 1959 record of 3,069.

The largest single contract ever awarded for construction in San Francisco was made last year — \$32.5 million for the 20-story Court House and Federal Office Building at Civic Center. Work is scheduled to begin by mid-summer and to be completed by mid-1963.

Major projects authorized included two buildings costing more than \$10 million each, the Hall of Justice and the Hilton Hotel. Twenty-two projects costing from \$1 million to \$5 million each were authorized, including the International Building, Alice Griffith public housing, the Comstock and Fontana cooperative apartments and the completed Bayshore-Southern Freeway interchange.

Another milestone was passed last year with the first sale of cleared land by the San Francisco Redevelopment Agency, the 30-block, 108-acre Western Addition project where at least 1,100 dwelling units and a \$7 million Japanese cultural center will arise.

Demolition has begun for the Golden Gateway project and the first phase of construction is scheduled to begin this year on redevelopment of the city's ancient produce area. Perini-San Francisco Associates won the design competition to turn the 45 acres into 2,174 apartment units in eight 25-story buildings, a 1,800-car garage and a 25-story office building (estimated cost of from \$60 million to \$80 million).

A third redevelopment project moved ahead with the beginning of grading operations in Diamond Heights, a barren 331-acre hillside near Twin Peaks. Here some 3,040 homes and apartments will go up and may add as many as 8,000 persons to the city's population by 1963.

Other recently announced multi-million-dollar projects which are expected to get underway in 1961 are the Port of San Francisco's

(Turn to page four)

Produce Market Plans Unveiled

Plans for construction of the Islais Creek produce market were disclosed at a recent meeting of the Chamber Agricultural Committee and the Chamber Redevelopment Coordinating Committee at a luncheon in the Fairmont Hotel.

Milton I. Ross, President of Jacobs, Malcolm and Burt, a long-time member of the Chamber Agricultural Committee and a leading figure in getting the industry's cooperation in the signing of individual agreements for construction of the market, discussed plans submitted by Welton Becket and Associates, architects and engineers. Randall Larson of Severson, Zang, Werson, Berke & Larson, Chairman of the Redevelopment Coordinating Committee and a member of the Agricultural Committee, presided.

The new facility will include 84 stalls, a 50,000 sq. ft. refrigerated storage edifice, a 10,000 sq. ft. office building, a 2½-acre truck terminal, truck sheds and loading dock, a 4,000 sq. ft. bank building and a 30-room dormitory for truck drivers and other features.

Survey of Business in San Francisco for the Year 1960

I. SAN FRANCISCO ACTIVITIES:

*GENERAL BUSINESS ACTIVITY (1)

CONSTRUCTION PERMITS (2)

		DEC. 1960	DEC. 1959	% CHG.	12 MOS. 1960	12 MOS. 1959	% CHG.
Residential, new	Number	63	69	-8.7	946	1,026	-8.0
Total	Number	901	881	2.3	11,723	11,025	6.3
Non-residential	Value	27,475,261	4,057,457	577.1	67,067,912	37,929,901	76.8
Add. alterations, repair	Value	1,090,249	6,405,899	-83.0	31,158,027	41,801,347	-25.5
Total value of permits	Value	2,322,225	6,586,077	-64.8	31,756,797	30,172,529	5.3
Dwelling units authorized	Number	30,887,735	17,049,432	81.2	129,982,736	109,903,777	18.3
Single-family units, new	Number	829	273	203.3	3,880	3,069	26.4
Two-family units, new	Number	4	6	-33.3	122	100	22.0
Multi-family units, new	Number	800	220	263.6	3,121	2,236	39.6

REAL ESTATE (3)

Deeds recorded	Number	1,235	1,245	-0.8	16,534	17,506	-5.6
Mortgages and deeds of trust	Number	1,449	1,301	11.4	17,615	18,000	-2.1
	Amount	21,429,414	14,222,564	50.7	262,632,209	257,101,534	2.2

FINANCE

Bank deposits (4)	\$	5,425,276	5,222,074	3.9	59,556,272	54,552,566	9.2
Postal receipts (5)	\$	4,321,920	4,407,524	-1.9	38,770,133	37,441,533	3.5
Pacific Coast Stock Exchange (6)	Shares traded	4,458,793	4,322,969	3.1	44,853,085	47,762,824	-6.1
	Market value	80,946,731	86,997,731	-7.0	889,355,671	1,007,642,363	-12.3
S. F. Mining Exchange	Shares traded	1,211,905	1,946,727	-37.2	11,084,262	10,443,964	43.6
	Market value	110,065	258,324	-57.4	1,185,950	2,446,148	-51.5
Retail Dept. Store Sales (4)	Index*	244.7	241.3	1.4	132.9	134.2	-1.0
Commercial failures (7)	Number	25	47	-46.8	123	131	-6.1

COMMERCIAL FAILURES, ETC.

Liabilities	\$				10,222,412	4,417,924	131.4
Assets	\$				5,817,851	1,533,824	279.3

TRANSPORTATION

San Francisco Airport Traffic (8)	Number	11,818(a)	12,046	-1.9	134,188(b)	127,273	5.4
Planes in and out	Number	350,131(a)	335,402	4.4	4,277,284(b)	3,751,908	14.0
Passengers off and on	Lbs.	4,555,957(a)	3,392,918	34.3	45,006,177(b)	38,841,177	15.9
Total mail by air	Lbs.	803,112(a)	621,504	27.2	9,257,564(b)	7,867,611	5.0
Air freight loaded, unloaded	Lbs.	8,837,184(a)	8,193,492	5.4	96,286,860(b)	91,450,577	5.0
Express shipment, air (9)	Number	17,272	17,940	-3.7	188,266	193,052	-2.5
Express shipments, air (9)	Number	74,795	81,781	-8.8	678,146	768,918	-11.8
Freight car movements (10)	Number	9,894	12,332	-25.2	135,272	152,022	-9.0
*Truck movements—San Francisco area (1)	Index	172.4	175.4	-1.7	175.2	173.2	1.2

VEHICLE TRAFFIC

Bay Bridge Vehicle Crossings (11)	Number	3,328,290	3,173,670	4.9	39,026,394	37,967,743	2.8
Golden Gate Bridge Crossings (12)	Number	1,577,550	1,495,519	5.5	19,325,954	18,193,672	6.2

PORT OF SAN FRANCISCO (13)

Total	Revenue tons	407,705	465,342	-12.4	5,571,888	5,090,169	9.5
Coastwise	Revenue tons	13,292	12,644	5.2	171,135	150,378	-53.2
Inland Waterway	Revenue tons	149,284	130,021	14.8	1,964,705	1,544,425	27.0
Intercoastal	Revenue tons	16,167	19,048	-15.1	319,441	307,282	3.9
Foreign	Revenue tons	228,767	297,629	-23.1	3,170,607	2,956,584	6.2

UTILITIES

Gasales, industrial & commercial (14)	Cu. ft. (Millions)	1550.25	1354.59	14.4	16,477.28	15,295.53	7.7
Water consumption, industrial & commercial (15)	Cu. ft. (Millions)	166.16	174.58	-4.8	2039.86	2052.81	-0.6
Water consumption, residential (15)	Cu. ft. (Millions)	119.88	129.93	-7.7	1506.65	1560.89	-3.5
Electric energy sales (14)	Index*	186.9	173.4	7.8	157.6	157.6	0.0

VISITOR AND NEWCOMER INQUIRIES (1)

San Francisco Consumer Price Index (16)	Index*	779	1,157	-32.7	22,878	22,119	3.4
All items	Index*						

II. BAY AREA ACTIVITIES:

DWELLING UNITS AUTHORIZED (17)

9 County Bay Area	Number	3,207	2,709	18.4	46,094	49,304	-6.5
	\$ Value (Millions)	39,744	33,111	20.6	509,597	547,395	-8.8

RETAIL DEPARTMENT STORE SALES (4)

Oakland (unadjusted)	Index*	174.1	160.0	8.8	84.2	80.7	4.3
San Jose	Index*	670.8	629.2	6.6	339.0	316.9	7.0

EMPLOYMENT (6 COUNTIES) (18)

Total	Number	1,158,000(p)	1,141,800	1.4	1,140,110(p)	1,112,650	2.5
Agriculture	Number	14,600(p)	16,300	-10.4	17,480(p)	18,910	-7.6
Construction, contract	Number	72,400(p)	72,700	-0.3	73,440(p)	71,830	2.5
Manufacturing	Number	201,800(p)	206,100	-2.1	208,890(p)	204,260	2.3
Trans., comm., utilities	Number	160,700(p)	160,900	-0.2	161,480(p)	160,710	-1.4
Wholesale trade	Number	82,700(p)	80,700	2.5	79,200	79,200	0.0
Retail trade	Number	191,800(p)	188,300	1.9	177,900(p)	172,850	3.0
Finance, insurance, real estate	Number	74,800(p)	71,500	4.6	73,180(p)	70,110	4.4
Services	Number	201,400(p)	201,400	0.0	195,550(p)	189,550	3.4
Government, Federal, State, Local	Number	297,500(p)	197,900	4.9	200,400(p)	192,760	4.0

UNEMPLOYMENT (18)

% of labor force		68.500	51.000	34.3	56.430	48.960	15.3
Claims filed		5.6	4.3	42.7	4.7	4.2	11.9
		41,100	28,800	42.7	32,430	25,990	24.8

INDUSTRY TREND

Manufacturing—average weekly earnings (dollars) (19)		109.34(a)	104.83	4.3	109.28(b)	105.33	3.8
Construction		134.80(a)	134.30	0.4			

TRANSPORTATION

Traffic into northern Calif. (21)	Number	77,474	68,431	13.2	1,076,074	954,914	12.7
out of state passenger cars	Number	199,933	165,278	21.0	2,780,288	2,472,939	12.4
Cargo Vessels (SF Bay) (22)	Number	428	422	1.4	5,094	4,897	4.0
Arrivals	registered tons	2,284,832	2,160,788	5.7	26,283,763	24,654,806	6.6
Departures	Number	408	415	-1.7	5,011	4,883	3.0
	registered tons	2,167,024	2,137,949	1.4	26,362,094	24,590,479	7.2

WORLD TRADE (SF CUSTOM DISTRICT) (17)

Imports	\$ Value	43,537,411(c)	46,521,844	-6.4	441,850,726(d)	429,283,511	2.9
Exports	\$ Value	61,647,928(c)	62,795,525	-1.8	585,794,638(d)	439,202,027	33.3
Carlots		3,071	3,762	-17.8	42,566	48,046	-11.4
		87	109	-20.2	1,086	1,224	-11.3

Acknowledgment of basic data sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau, City of San Francisco; (3) Pacific Title Insurance Company; (4) Research Department, Federal Reserve Bank; (5) San Francisco Postmaster; (6) Pacific Coast Stock Exchange; (7) Dun and Bradstreet, Inc.; (8) San Francisco Airport, City and County of San Francisco; (9) Railway Express Agency; (10) Pacific Car Demurrage Bureau; (11) Department of Public Works, State of California; (12) Golden Gate Bridge and Highway District; (13) San Francisco Port Authority; (14) Pacific Gas and Electric Company; (15) Water Department, City and County of San Francisco; (16) Bureau of Labor Statistics, U. S. Department of Labor; (17) U. S. Department of Commerce, San Francisco Field Office; (18) Department of Employment, State of California; (19) Department of Industrial Relations, State of California; (20) Industrial Department, San Francisco Chamber of Commerce; (21) Department of Agriculture, State of California; (22) Marine Exchange, Inc.; (23) California Crop and Livestock Reporting Service.

*Index Base (1947-49 Average = 100); (a) November, (b) 11 months, (c) October, (d) 10 months, (p) preliminary.

Hitting the High Spots

with JIM WARNOCK

KING WILKIN, President of Zellerbach Paper Company, Vice President for Marketing of Crown Zellerbach Corporation and a Chamber Director, has been elected President of the San Francisco Commercial Club for 1961. He succeeds John Suto of the law firm of Pillsbury, Madison & Suto. Another Chamber Director, Donald Watson, President of Weyerhaeuser Steamship Company, was elected Vice President. Another Chamber Director, Edward C. Sequeira, General Manager of the Sir Francis Drake Hotel, recently was named President of the San Francisco Convention and Visitors Bureau. . . .

TWO PASSENGER-CARGO vessels have been purchased by P & O-Orient Lines for the company's Far East service, it has been announced by Warren S. Titus, President of the line for North America. The vessels are the steamers JADOTVILLE, 13,790 tons, and BAUDOUINVILLE, 13,922 tons. The ships have been operating in the service of the Cie. Maritime Belge (Lloyd Royal) S. A., Antwerp, between Europe and the Belgian Congo. . . .

MARCUS GORDEN of Berkeley, one of the country's foremost concert pianists, will play works by Bach, Schubert, Brahms, Chopin, Ravel and Debussy at the Veterans' Auditorium Monday, February 6, 8:30 p.m. Tickets may be purchased at Sherman Jax box offices [EXbrook 7-0717] or from the San Francisco Conservatory of Music, 1201 Ortega Street [LOmbard 4-8086]. . . .

APPOINTMENT of Dr. F. Beringer Fank of Palo Alto as Manager of low power traveling wave tube engineering at General Electric's electronics plant in Palo Alto has been announced by S. E. Webber, Manager of engineering for the plant's operation. . . .

AN ADVERTISING PROGRAM for the 1961-62 fiscal year amounting to \$187,000 for the Pacific Area Travel Association was announced at the organization's recent meeting in Honolulu by George F. Hansen, Vice President of Matson Navigation Co. and Director of the PATA. . . .

KEITH A. WALKER, who formerly headed K. Anthony International's local travel office, has been appointed Sales Representative for the Whitcomb Hotel. His activities will include business promotion, outside sales, dealing with retail and wholesale travel agents and coordination of convention sales. . . .

Civic Luncheon Set to Honor S.S. Oriana

Sir Colin Anderson, Director, Orient Navigation Company, Ltd., will speak on "The Pacific and The World" at a civic luncheon welcoming to San Francisco the S.S. ORIANA, P & O-Orient Lines, on her Pacific maiden voyage, Monday noon, February 6, in the Peacock Court of the Mark Hopkins Hotel under the sponsorship of the Chamber, the British-American Chamber of Commerce and Trade Center, the Marine Exchange, the World



Sir Colin Anderson



EDWARD T. COLLINS of the Pacific Telephone and Telegraph Company (second from left) was named Chairman of the newly formed Contact Club of the Chamber when it recently held its first meeting. Others, left to right, are Eugene E. Whitworth of Pacific Gas and Electric Company, Chairman of Incentive and Awards Program; William J. Bird of John Hancock Mutual Life Insurance Company, Membership Chairman; and O. R. Doerr, Chamber President.

CONGRATULATING ST. MARY'S CHINESE GIRLS Drum Corps upon return aboard United Air Lines from the presidential inauguration parade is G. L. Fox, Chamber General Manager. Shaking hands: John Yehall Chin, Principal, St. Mary's Chinese School. At right: Louise Ow Ling, drum majorette, Juanita Wong, who played "Irish Eyes Are Smiling" on the glockenspiel as the corps passed the reviewing stand, carrying out a mission of the S. F. Hibernian Society. The Chamber sponsored a successful public drive to raise \$18,500 along with Chinese Chamber and Chinese Six Companies. Heavy applause by several hundred thousand spectators and President Kennedy greeted the girls. Their visit received Washington area, national and international coverage, one entire special performance and interview of the girls and Congressman John F. Shelley being recorded for broadcast by Voice of America throughout Asia. The corps was the first Chinese group in history to march in an inaugural parade and the girls distributed 5000 fortune cookies containing invitations to visit San Francisco. James D. Warnock, Chamber Publicity Manager, accompanied the group to coordinate publicity.



SONOMA, in the "Valley of the Moon"—chosen by ancient French wine-making region of Chabolle-Musigny as its "twin city" two years ago—is celebrating its "people-to-people" relationship with a civic ceremony and gala festival Sunday, 2:30 p.m. [admission free] in Sonoma's Veterans' Memorial Auditorium. The festival is sponsored by Sonoma's City Council and the Sonoma Valley Chamber of Commerce. . . .

KITS INCLUDING MATERIAL on "Great Decision" discussion topics on international problems facing the United States are available, \$1.50 each, at the Junior Chamber, 333 Pine Street, San Francisco 4, to stimulate voluntary group discussions each Tuesday beginning the week of February 5 and ending the week of March 26. The studies will be held simultaneously in all 50 states and in more than 1,000 communities. . . .

PROGRAM NO. 1 on the San Francisco school broadcast record series, issued as a public service by the Public Relations Department of Standard Oil Company of California, features a musical program about San Francisco. Included are "San Francisco," Kaper; "To Mission San Francisco," Strickland; Carmen Carmela [Spanish-Californian]; "Cable Car Concerto," McRitchie-Hurlburt; San Francisco Suite: "Fisherman's Wharf," Dragon; "San Francisco Symphony: Lotta's Fountain," Willson; "Rose Room," Hickman; and "Flower Drum Song," Grant Avenue; Rodgers. . . .

Contact Club Opens Membership Drive

The Contact Club of the Chamber made 83 calls soliciting new membership for the Chamber in its first week of effort, according to Herbert H. Harmon, Manager of the Membership Department.

The breakdown:

Prospects	Calls Made	Contacts	Calls Back	Sales Made
260	83	71	37	1

Team No. 2, captained by John Mulcahy of Fireman's Fund Insurance Co., had more prospects, made more calls during the week, and established more contacts than any other team. Team No. 2 breakdown:

Prospects	Calls Made	Contacts	Calls Back	Sales Made
99	26	20	7	1

Ed Conner of Haas and Haynie made the first sale.

Trade Association and the State World Center Authority.

Chalmers G. Graham, President of the British-American Chamber, will be chairman of the day. O. R. Doerr, President of the San Francisco Chamber and Vice President in Charge of Sales, Pacific Gas and Electric Company, will preside.

Tickets, \$4.75 each (including tax and tip) are obtainable at the British-American Chamber of Commerce and Trade, 310 Sansome Street, San Francisco 4.

(See PROGRESSOGRAM, page 4)

Business Activity Shows '60 Gain

Business activity in San Francisco for December was up 3.0 per cent over the same month of 1959 and the year was up 6.5 per cent over the previous year, according to the Research Department of the Chamber. The Chamber December business activity index was 214.2, exceeding 200 for the second time in the economic history of San Francisco.

The 1960 average of 178.6, based on the 1947-49 average equaling 100, eclipsed the former record year of 1959.

World trade reports for the first ten months of 1960 confirm earlier indications that this will turn out to be the best year for importing and exporting in the San Francisco Customs District Area. The \$1,027 million of imports and exports for the 10 months, compared to \$1,073 million for 12 months of 1959, is attributed to extensive gains in exports—up 33.3 per cent thus far for 1960.

(See table, page two)

BUILDING PERMITS

(Continued from page one)

improvement of facilities at Islais Creek; relocation of the wholesale produce market at Islais Creek; rehabilitation of the Civic Auditorium; a second passenger terminal at International Airport; the Franklin Hospital relocation program; and the first leg of the Southern Freeway.

Projects announced or pending total more than \$212 million, and include rehabilitation of the Board of Education building, \$2.5 million; the Japanese Center Hotel, Laguna between Post and Geary Streets, \$1 million; a cooperative apartment house, Sacramento near Jones, 17 floors, \$6 million; a "moderate income" apartment, 19 floors, Pine and Mason Streets, \$4 million; San Francisco College for Women, dormitory and dining hall, \$3.1 million; another cooperative apartment, Washington and Jones Streets, \$7.5 million; California and Jones, apartment, 23 stories, \$7 million.

Chamber Calendar

January 27 — DOMESTIC TRADE COMMITTEE — Stock Exchange Club, 12 noon.

January 31 — INDUSTRIAL DEVELOPMENT CLUB LUNCHEON — Commercial Club, 12:15 p.m.

February 4 — S. S. ORIANA ARRIVAL — 12 noon. Speaker: Sir Colin Anderson, Director, P & O-Orient Lines, London, on "The Pacific and The World."

February 10 — INDUSTRIAL DEVELOPMENT COMMITTEE — Commercial Club, 12 noon.

February 8 — CONTACT CLUB — John Hancock Bldg., 255 California St., 3rd floor, 10:45 a.m.

PROGRESSOGRAM No. 52

New Superliner for Pacific



ORIANA, "longer than two football fields" . . .

Welcoming of the S.S. Oriana to San Francisco, her North American home port Sunday, February 5, stresses the traditional ties between the City by the Golden Gate, the Pacific Area, and the British Commonwealth.

The welcome of the great luxury liner will be highlighted by a civic luncheon Monday noon, February 6, at the Mark Hopkins Hotel under the sponsorship of the British-American Chamber of Commerce and Trade Center, the San Francisco Area World Trade Association, the San Francisco Chamber, Marine Exchange and World Trade Authority.

Oriana, launched November, 1959, is the first of two new superliners to join P & O-Orient's fleet of 16 passenger liners. The 40,000-ton vessel carries 638 first class and 1,496 tourist class passengers. She is longer (804 feet) than two football fields, yet she can sail sideways up to a dock as gently as you can park a car. Her cruising speed of 27½ knots cuts the record time between the West Coast and London by almost two weeks.

There are 903 British seamen aboard Oriana, almost one for every two passengers.

There are 11 passenger decks on the Oriana, a fully-equipped two-story theater for feature movies, television shows and concerts, three swimming pools, (each with a "seagoing sidewalk cafe"), five game decks, a beautiful restaurant, ballrooms, spectacular lounges and numerous playdecks.

The ship is air-conditioned and humidity-controlled throughout. Rolling is minimized by gyroscopic stabilizers and pitching is reduced by an unusual hull design feature, the "bulbous bow."

One of the largest all-welded, all-aluminum superstructures in the world is built into the liner, a five passenger deck superstructure embodying two million pounds of aluminum. Total area of bulkheads and decks complete is almost 350,000 square feet with some 20 miles of special extruded aluminum sections. Deck panels are 25 feet square and weigh almost two tons.

(A regular feature . . . ask your Chamber for reprints, EXbrook 2-4511)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

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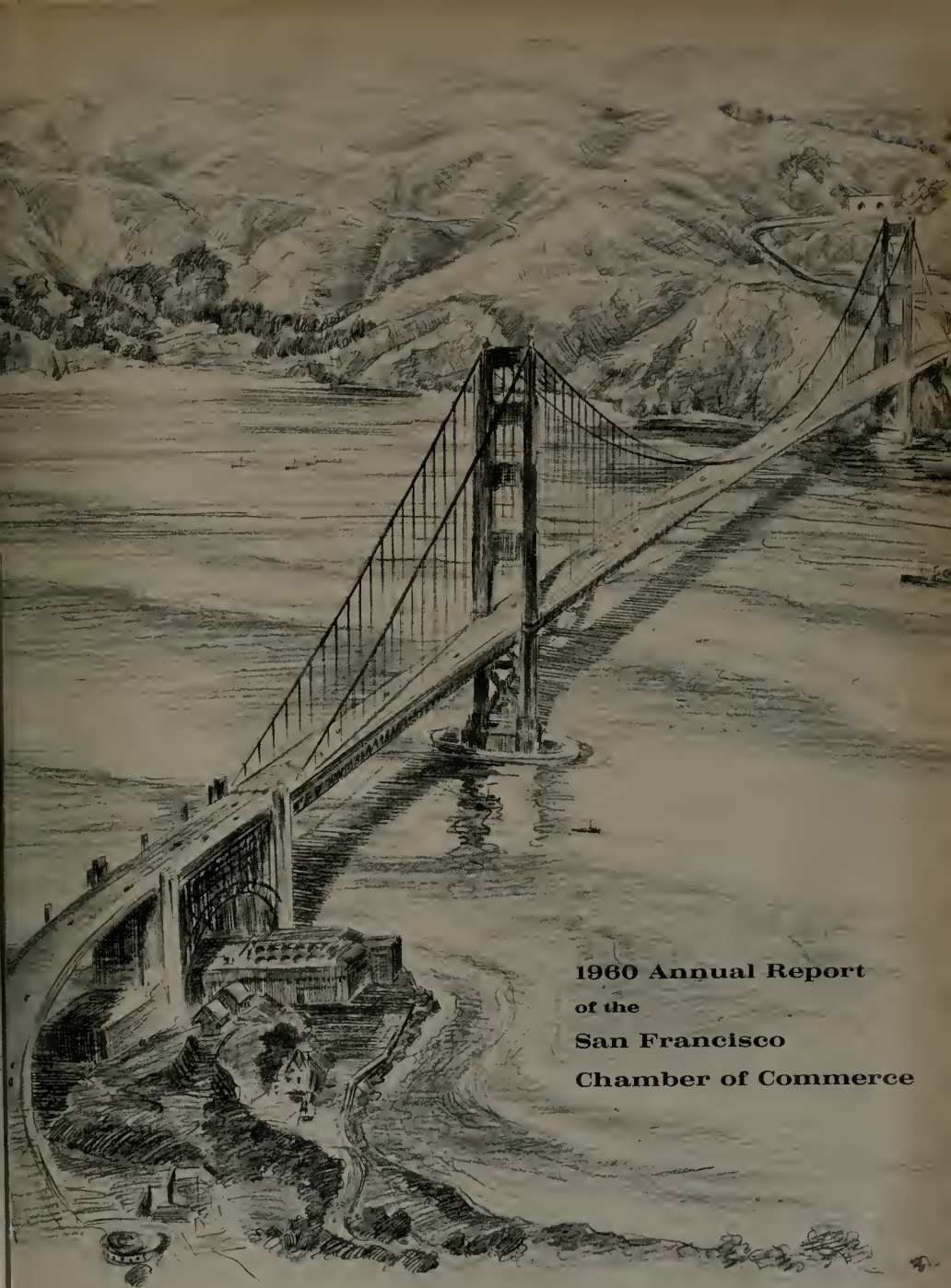
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JAMES O. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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**1960 Annual Report
of the
San Francisco
Chamber of Commerce**



A Look at Chamber Achievement in 1960

As demonstrated by brisk business activity, a continuing construction boom, a high rate of industrial growth, continued improvement of community facilities, and other factors, 1960 was a year of diversified and balanced results influenced by the San Francisco Chamber of Commerce.

With more than 4,400 supporting memberships, the Chamber functions through a board of 31 directors, 50 committees, some 800 committeemen and eight project and five service departments, staffed by experienced and dedicated men and women. The goals:

- Economic growth.
- Civic development.
- Alert community service.

These goals, realized to a large extent by the activities and accomplishments of the following condensed reports, reflect the close cooperation of the Junior Chamber of Commerce, the San Francisco Area World Trade Association, Retail Merchants Association and other affiliates and organizations serving the same common purposes.

Agricultural—Chairmen and Vice Chairmen: Jack T. Pickett and Carl L. Garrison, Agricultural Committee; William J. Losh, Keep Green Committee; Henry Schacht, Livestock Man of the Year Award Committee; Carl L. Garrison and Ed LeVesconte, Livestock Sales Committee; Manager: Randle P. Shields.

Striving to develop greater understanding between San Francisco and the agricultural industry—with special attention to the generally unrealized interdependence of both—this department—

• Personified San Francisco's role as a good neighbor to this state's great agricultural hinterland and fostered sound urban-rural relations.



• Held ten regular meetings — attended by 475 farm and agribusiness leaders, devoted to the solution of problems of mutual concern to San Francisco business and agriculture.

• Promoted the Grand National Livestock Exposition,

a \$7 million annual asset to San Francisco, by holding a civic luncheon saluting the Grand National; mailing more than 2,000 pieces of literature promoting the Grand National; and insuring the success of the fat stock sale at the Grand National by promotion of premium prices for exhibit animals.

• Promoted the Grand National Junior Livestock Exposition by donation of a calf to merit award winner; sponsorship of a "Salute to Rural Youth" luncheon; and insuring premium prices for animals auctioned by youthful exhibitors.

• Selected and honored "California's Livestock Man of the Year."

• Conducted extensive studies of the \$134 billion water development bond act on the 1960 November Ballot, recommending opposition by a vote of 48 to 18.

• Successfully campaigned to promote the sale of fresh apricots to ease the dilemma of growers facing huge crop losses as a result of a cannery strike.

• Located sources of organic waste (rice hulls, etc.) for use by industry considering locating in the Bay Area.

• Commemorated National Farm-City Week through major civic program, "The Port of San Francisco—Hub of the Farm and City."

• Conducted special programs signifying importance of the chemical industry to agriculture and the safe use of pesticides.

• Honored world's champion individual sugar beet producer.

• Served as a sounding-board for viewpoints on legislation affecting agriculture.

• Conducted good-neighbor visit to San Clara County Fair.

• Through the Redevelopment Coordinating Committee, provided impetus and public support for the San Francisco Golden Gate Gateway Project which sprang into being as a direct result of the efforts of this committee and the Agricultural Committee's goal of making a new produce terminal a reality.

• Through the Keep Green Committee, arranged for billboard, envelope stuffers, radio and television announcements to spotlight San Francisco's responsibilities in protecting the state's forest and wildlife resources from the ravages of forest fires.

• Acted as a key participant in the city's Agricultural Hospitality Basket Program whereby leading convention delegates are presented baskets of California farm products.

• Answered innumerable inquiries for agricultural information.

1960 FINANCIAL SUMMARY

Financial operations of the San Francisco Chamber of Commerce for 1960 summarized as follows:

INCOME	
Dues	\$338,122.23
Subscriptions, fees, miscellaneous	29,059.91
Total Income	\$367,182.14
EXPENSES	
Total	\$417,851.76
Less reimbursements by City and County of San Francisco for Publicity and Advertising	45,500.02
Net Expenses	\$372,351.74
Balance from Reserves	\$ 5,169.60

Civic Development — Chairman of the Civic Development Committee: George F. Hansen, Chairman of the Capital Improvement and Land Use Section: F. Marion Donahue, Chairman and Vice Chairman, Fire Safety Section: John J. Conlon and Robert Lee St. Clair, Chairman and Vice Chairman, Mass Transit Section: Arthur C. Jenkins and V. S. Herington, Chairman, Parking Section: H. Irving Rhine, Chairman and Vice Chairman, Regional Problems Section: Thos. F. Casey, Jr. and Roy N. Buell, Chairman and Vice Chairman, Street, Highway and Bridge Section: Leonard S. Mosias and Oscar H. Fisher, Jr. Chairman and Vice Chairman, Traffic Safety and Control Section: H. A. Dunker and L. F. Johnson, Manager: Harold V. Starr.

Striving to develop the City and County of San Francisco's current and future municipal and related government programs through its own studies and recommendations, this department, operating through its seven sections, accomplished the following—

- Passage of the \$2,725,000 bond issue on the June, 1960 municipal ballot to house the Avery Brundage Oriental Art Collection.
- Made progress reports on urban renewal and redevelopment programs — Diamond Heights, the Western Addition, widening of Geary Street and construction of an underpass at Fillmore and Geary Streets.
- Made studies of Marina Yacht Harbor enlargement plans submitted by Arthur D. Little & Co. for Recreation and Park Department and approved them in accordance with past action.
- Spurred rehabilitation of Palace of Fine Arts regarding cutting of red tape involving land transfer and title.
- Expedited restoration of Civic Center Plaza.
- Reviewed (Capital Improvement and Land Use Section) \$28 million improvement plans of Embarcadero City and Islais Creek proposed by San Francisco Port Authority.
- Opposed use of Fort Funston land solely for park and recreation purposes.
- Approved construction of Aquatic Park Project "X."
- Saw realization of Federal Building appropriations, land acquisition and demolition of old buildings.
- Investigated and reported on fire problems in Fillmore District.
- Saw that district inspections made by city fire companies proved effectiveness of two-way radio equipment (a project long advocated by the Chamber).
- Continued efforts to have new fireboat ordered and urged splitting of costs by city and state.
- Saw realization of Chamber campaign to get Frank G. White converted to auxiliary fireboat by Port Authority.
- Conducted many studies of proposed fire code revisions.
- Reported on progress of Bay Area Rapid Transit District.
- Considered change in voting requirements for passage of bond issue.
- Studied the August report of BARTD on routes and destinations.
- Urged completion of Southern Freeway, recommending integration of freeway with mass transit as part of the route.
- Participated in ground-breaking of Portsmouth Square Parking Garage.
- Saw Sutter-Stockton Garage opened.
- Studied downtown and neighborhood parking programs.
- Considered regional planning for Bay counties by Association



Domestic Trade — Chairman, Domestic Trade Committee: Ralph J. Wrenn, Section Chairmen: Irving Danielson, Inter-City Section: John O'Brien Cullen, Hawaiian Affairs Section: Christian J. Matthew, Alaskan Affairs Section: Dan E. London, Commodore, Great Golden Fleet; Harold Stelling, Business Promotion Section; Harry Guppy, Trade Promotion Section; Roy P. Cole, Small Business Section; Bruce C. Farnow, Government Purchasing Liaison Section, Manager: Sidney H. Keil.

Enhancing San Francisco as the business headquarters of the West and providing basic information about San Francisco products and services for commerce and industry, this department—

- Conducted trade development tours to 21 communities throughout Northern California.
- Responded to about 2,200 written and 4,500 telephone inquiries regarding local products and services.
- Cosponsored, with the City of San Francisco, a booth at the State Fair in Sacramento which exhibited the high degree of development of creative design in San Francisco.
- Sponsored the 10th annual Valley Days event, participated in by 172 business and civic leaders from the Greater Sacramento Valley.
- Cosponsored the 3rd Annual Fisherman's Fiesta.
- Hosted 539 distinguished visitors and local dignitaries on cruises of the Great Golden Fleet and visits to commercial and industrial establishments.
- Installed new card reference system on local manufacturers' representatives.
- Vigorously continued to promote San Francisco as the Western Business Headquarters city.
- Provided numerous display items and promotional suggestions to Carson Pirie, Scott & Co. (large Chicago department store), relative to their "California Promotion" campaign.
- Presented three Awards of Progress to San Francisco firms making significant plant or property improvements.
- Sponsored and conducted marine participation in opening of Candlestick Park for National League baseball in April.



of Bay Area Government; establishment of a Golden Gate Transportation Commission and studied the feasibility and desirability of regional recreational and park areas.

Recommended construction project plans to California Highway Commission and combatted the effect of a resolution passed by the Board of Supervisors (January, 1959), halting freeway construction within the city.

Reviewed proposals for screening Embarcadero Freeway.

Successfully opposed elimination of Clay-Washington ramps in the Golden Gateway Redevelopment Area E-1.

Opposed revision of highway tax distribution (Mayo formula) at Senator Collier's Transportation and Public Utilities Committee meeting on the grounds it would reduce the amount of money allocated by the state to Northern California.

Held a three-day voluntary community motor vehicle safety check in San Francisco May 24-25 and 26 with the city winning a "National Award of Excellence" for topping cities with populations of 300,000 or more. Coordinated more than 400 volunteers, firms, unions, associations, individuals, youth groups, school military, state, federal and city departments in checking more than 87,000 vehicles.

Distributed 95,000 "Welcome to San Francisco" driving tips leaflets.

Established committees on noise abatement and a teen-age safety conference.

Industrial—Chairmen and Vice Chairmen: Frank P. Gomez, Industrial Advisory Committee; Chester D. Lafferty and Joseph K. Allen, Industrial Development; Charles T. Gray and George A. Vosper, Manufacturers; Dr. T. K. Cleveland and Christian J. Matthew, Chemical Industries Section; S. H. Williston and Edward F. Wisser, Mining; William B. Swan and T. C. Ingersoll, Shipbuilding and Ship Repair; William W. Moore and D. I. Anzini, Technical Projects; and Henry J. Degenkolb, Building Code Section. Manager: Lewis M. Holland, Assistant Manager: Harold T. Wood.

Pursuing its principal objectives to sell San Francisco and the Bay Region as a factory and distribution center and to improve the manufacturing climate of the area, this department—

- Attended 144 meetings, held 4,776 telephone conversations, conducted 1,012 interviews and wrote 947 letters relating to industrial development.

- Conferred and corresponded with more than 265 industrial prospects regarding new plant locations in San Francisco or the Bay Region.

- Called upon more than 60 industrial prospects during trips to the East.

- Compiled, tabulated and distributed information about new plants and expansions in San Francisco, the Bay Region and northern California.

- Conducted 69 consultations and wrote 19 letters regarding new products.

- Distributed Architects & Engineers' Directory, Electronics Directory and plant tour list.

- Reactivated Hunters Point Reclamation District Sub-Committee and arranged meeting of property owners to determine future course of action.

- Continued activity to relocate printing and other firms being displaced by Golden Gateway Project.

- Cosponsored meeting with produce market groups to hear Manager of Philadelphia Produce Market tell the story of how the new Philadelphia Market was developed.

- Arranged and participated in tour by Industrial Development Committee to Bethlehem Steel Building, San Francisco Industrial areas, Hunters Point Reclamation District, International Airport and northern San Mateo County industrial parks.

- Initiated action to re-route Legislative Route 253 extension of Southern Freeway, in order to avoid crossing of valuable industrial property.

- Held series of meetings with technical and building industry groups to coordinate proposed amendments to the San Francisco Housing Code.

- Recommended Board action opposing portions of the Jacobs' Survey which would lower the status of all personnel in the Bureau of Building Inspection.

- Commenced study of long-range solution of problem to economically dispose of building debris and other inflammable waste material.

- Cooperated in action to oppose Proposition No. 1, California Water Resources Development Bond Act.

- Advocated Board Action supporting Proposition F to amend San Francisco Garbage Disposal Ordinance to simplify setting of rates.

- Cooperated with Western Shipbuilding Association in successful lobbying efforts to defeat proposed legislation to eliminate six per cent differential on West Coast ship building.

- Reviewed proposed legislation affecting local manufacturing and recommended suitable action.

- Held meeting with Mare Island Commanding Officer to improve Chamber relations with United States Navy Polaris submarine program.

Publicity—Chairman, Publicity Committee, Harry A. Lee, Manager: James D. Warnock, Assistant Manager: Joseph L. Haughey, Publicizing and advertising the City and County of San Francisco and its economic and cultural development locally, nationally and internationally for the benefit of local business and informing its members and the public regarding the aims, actions and accomplishments of the Chamber, this department—

- Prepared and distributed 651 news releases, captions, memos and fact sheets relating to Chamber or civic events to hundreds of publications, radio and television stations throughout the United States.

- Prepared and distributed 970 captioned news photos to northern California daily and weekly newspapers.

- Sent 2,628 captioned scenic photographs of San Francisco to 694 publications and organizations throughout the world.

- Sent 5,281 magazine service bureau articles about San Francisco to publications throughout the globe.

- Developed 40 new captioned scenic photographs of San Francisco.

- Sent out 1,563 captioned newspaper mats of San Francisco scenes to daily and weekly newspapers.

- Lent 441 negatives, slides and transparencies to publications and individuals throughout the world.

- Lent 28 cuts of San Francisco scenes to various individuals and publications.

- Handled 130 requests from press, radio and television and from organizations and individuals for information about the city and the Chamber.

- Sent out 1,179 posters of San Francisco to organizations and individuals from the far corners of the globe.

- Prepared and edited fortnightly publication, Bay Region Business.

- Provided 19,624 reprints of features from Bay Region Business for special mailing and distribution to publicize aspects of San Francisco.

- Sent out two series of fact fillers about San Francisco and San Francisco quotes to 1,320 publications throughout the English-speaking world — primarily to journals with circulation of 10,000 or more.

- Handled press, radio and television relations for approximately 40 special events, including Chamber luncheons, Business Tour of Asia, Education-Business and Business-Education Day, Vehicle Safety Check, Plant a Tree Week, Valley Days, Dedication of Candlestick Park, apricot crisis, international airmail commemorative stamp, World Trade Week, USS Hancock return, Jr. Grand National, the Grand National, Practical Politics Program, deYoung-Brundage Bond Issue, census crisis, Livestock Man of the Year, Fisherman's Fiesta, St. Mary's Chinese Girls Drum Corps fund drive, S. F. Home Show, Pony Express Centennial, State Fair Exhibit, Greet the First Fleet, Invest in America Luncheon, Armed Forces Day Luncheon, World Trade Week Luncheon, British-American Chamber of Commerce Luncheon, Bond Club Luncheon, California Caravan from North Carolina, Navy Day Luncheon, etc.

- Handled press, radio and television relations for Chamber affiliates — the Retail Merchants Association, San Francisco Area World Trade Association and the Steering Committee for San Francisco Beautification.

- Conducted a speakers' information bureau which aided 63 organization throughout northern California.

- Sent series of forest fire prevention spot announcements to 93 radio and television stations on behalf of the Chamber "Keep Green" Committee.



Public Affairs—Chairmen and Vice Chairmen: Major General Stuart D. Menist, USAR, Armed Forces Section; Fred Ellsworth and George Rhodes, Aviation Section; John Pettit, Business-Education Committee; Kenneth R. Rearwin and John Levison, Education Committee; Frederick H. Hawkins, Legislative and National Affairs Section; Clarence C. Walker and Victor Levit, Practical Politics Program Committee; Randall Larson and H. J. Brunnier, Redevelopment Coordinating Committee; and E. V. Donovan and H. H. Hoss, Tax Section. Manager: Randle P. Shields.

In considering and analyzing public questions regarding aviation, armed forces, state and federal taxation and expenditures, and other matters of law and governmental regulations and administration to increase the general understanding of the American free enterprise, educational and political systems, this department (with its 237 committeemen) accomplished the following—

AVIATION SECTION—Fostered growth of San Francisco International Airport and promoted its status as one of the world's great terminals.

- Conducted studies on a projected secondary airport for San Francisco to serve corporate and private flying.
- Worked toward the abatement of jet sound.
- Promoted the interests of aviation generally by special programs commemorating the 25th anniversary of commercial over-ocean flying, the 40th anniversary of airmail service, first issue of commemorative airmail stamp, air tours by "flying mayors and farmers," etc.

• Promoted helicopter service for the San Francisco Bay Area.

ARMED FORCES SECTION—Received commendation from Mayor Christopher for promoting civil defense in San Francisco and conducted a major survey to set up disaster plans among San Francisco business firms.

- Demonstrated the importance of the reserve forces in national defense by staging "A Day With the 91st Division, USAR" and enlisted employers' cooperation with employees undergoing reserve training.
- Maintained close relationships between the military and local businessmen through sponsorship of Armed Forces Day Luncheon and similar events.
- Cooperated in a civic welcome to the Navy's First Fleet. (Also assembled many thousands of pieces of literature promoting San Francisco for dissemination to the men of the Fleet.)
- Aimed at a solution of military housing problems by endorsing Capehart Housing Project at the Presidio.
- Met with top spokesmen of the Army, Navy, Air Force and Coast Guard to discuss the relationship of 1961 military plans to the economy of the Bay Region.
- Recommended modification of U. S. policy of restricting families of servicemen from residing overseas.

BUSINESS-EDUCATION COMMITTEE—Sponsored 11th Annual Education-Business Day, at which some 800 businessmen were guests of teachers at 72 public and parochial schools, and sponsored the 10th annual Business-Education Day, at which 3,800 teachers were guests of some 200 business concerns.

- Conducted a survey of the reaction of participating companies to the B-E Day project (more than 97 per cent of them stating they wish to participate in the program again in 1961).

EDUCATION COMMITTEE—Supported an increase in teachers' salaries; promoted fire safety in schools by advocating installation of automatic warning devices and manual alarm boxes in all school plants; studied and endorsed recommendations for 23 specific changes in the public school curricula; sought school budget economies; studied school purchasing practices concerning suppliers; recommended opposition to legislation eliminating fees for adult

Grain—William C. Smith, Supervising Weighmaster. This department—

- Maintained a grain inspection service and supervising grain weighing service with experienced personnel to enable San Francisco's Bay Area grain interests to participate in a larger share of the international grain market.
- Cooperated with San Francisco grain interests to develop closer relationship and further San Francisco's grain trade.
- Reviewed grain inspection and weighing activities to assure efficiency in operation and maintain finest possible service within economic bounds.

education classes; launched special studies on apparent lack of vocational training facilities in San Francisco; sought preparation of a manual by the Board of Education setting forth board policies; planned to initiate a scholastic achievement award program; and attended nearly every meeting of the Board of Education since the committee's inception.

LEGISLATIVE AND NATIONAL AFFAIRS SECTION—Opposed the highly dangerous Proposition No. 15 on the November 1960 ballot and conducted vigorous campaign for its defeat.

- Studied and recommended Chamber policy on 10 out of 15 propositions on the November 1960 ballot and on two out of eight local propositions.
- Aided in promoting the Christian Anti-Communist Crusade.
- Provided representation for the Chamber at the 1960 state legislative session.
- Handled about 90 research assignments for member companies on the status and effect of various legislative bills.
- Staged a meeting of business leaders on proposed legislation for problems of the aged.

PRACTICAL POLITICS PROGRAM COMMITTEE—Conducted three action courses in practical politics for 60 potential discussion leaders which resulted in the training of more than 500 persons in politics through company-sponsored courses.

- Composed, published and distributed more than 40,000 booklets on politics designed to increase individual interest and effectiveness in the field. The booklets were: "You Are Needed in Politics," "Election Day Handbook," and "Know Your Elected Representatives."
- Filled many speaking engagements, through special speakers' bureau, on need for political action.
- Staged luncheons and distributed speech material urging businessmen to become active in politics.
- Sponsored special field trip and luncheon in Sacramento between legislators and businessmen.
- Won national recognition for the Chamber's practical politics program.

TAX SECTION—Adopted six-point program to reduce state governmental expenditures and eliminate tax inequities.

- Indicated areas in which tax reductions could be effected.
- Favored legislation to bring the state personal, bank and corporation tax laws into conformity with provisions of the Federal income tax law.
- Urged that capital improvements in government be financed increasingly through bond issues rather than the state general fund.
- Urged enactment of legislation which would allow business concerns to deduct, for tax purposes, expenses incurred in influencing legislation.
- Urged amendment of local ordinance to facilitate tree planting through assessment districts.
- Counseled leaders of coffee industry regarding inventory tax problems.
- Generally acted as a "watchdog" for the business community to prevent unnecessary expenditures and to defeat unnecessary tax increases at all levels of government.
- Helped to plan and stage a tax clinic to keep business informed on local tax practices and requirements.



Transportation—Chairman and Vice Chairman. *Transportation Committee: Gerald H. Trautman and J. B. Costello. Manager: Charles C. Miller, Assistant Manager: James M. Cooper. Dedicated to assuring San Francisco of adequate rail, water, highway and air transportation facilities and services at just and reasonable rates and fares, attracting and holding industry and increasing business volume, port traffic and tourist travel, this department—*

- Actively participated in four airline route cases before the Civil Aeronautics Board involving local, domestic (national) and international air service at San Francisco.

- Aided in arrangements for three receptions honoring visiting top officials of international air carriers serving and considering air service between San Francisco and Europe.

- Filed two comprehensive briefs, (33 pages each), with the C.A.B., presenting factual arguments advocating San Francisco's need for single carrier air service to the southern tier of states and additional transpacific air service.

- Completed and distributed more than 600 copies of **The San Francisco Steamship Directory** throughout the world.

- Cooperated with city and airline officials on programs to develop and expand air cargo facilities and services at San Francisco International Airport.

- Cooperated with domestic and international flag air carriers to promote air passenger and freight service at San Francisco International Airport and provided comprehensive information about San Francisco's economic and commercial growth, air passenger trends, air cargo statistics and related materials.

- Prepared freight rate studies involving water, motor and rail carrier services covering movement of paper boxes, wooden doors from Japan, scrap iron and plastic discs for industrial prospects interested in locating in San Francisco.

- Successfully protested to Interstate Commerce Commission about motor tariff bureau publications of surcharge increases in interstate freight rates affecting the San Francisco Bay Area.

- Filed comprehensive petition with Interstate Commerce Commission seeking investigation and suspension of tariff schedules, motor carrier and freight forwarders, containing exemption note for certain southern California areas of six per cent increase to apply between San Francisco Bay Area and points in southwestern states.

- Participated in hearings before motor carrier tariff bureaus in Denver, Portland, San Mateo and Los Angeles involving more than 700 rate proposals applying between California and points in western states and protested freight rate proposals discriminatory to the San Francisco Bay Region.

- Participated in hearings and conferences before California Public Utilities Commission in actions involving S. F.-Oakland average mileage, a proposed distance table for California rates, dried fruit rates, split pickup and delivery rules, increases in drayage rates applying to S. F. and Oakland, extension of rate differentials and state-wide air fare increases.

- Filed statements with rail tariff bureaus opposing rate proposals, substitution of rail class rates based on rail mileages, and rail carload rate rates, and supported shipper proposal to equalize rail carload grain rates from Sacramento and San Joaquin Valley points to Stockton and San Francisco.

- Supported transcontinental rail export rate proposals involving crude rubber, wheat, agricultural implements and parts and successfully with other cities secured publication of rates on rubber and wheat to aid port commerce at San Francisco.

- Rendered 4,752 direct services to Chamber members and others; answered 302 travel information requests from all parts of the country; and attended 313 meetings involving transportation matters.

Research—Manager: Fritz Albersharidt. *Information Supervisor: Miss Nancy Henry. Analyzing significant business and economic data and providing a basic source of information for market research analysis, local and regional events and points of interest and services, this department's staff of six—*

- Answered approximately 91,030 inquiries from the public via telephone, in person and via mail from nearly every state in the union and province in Canada. (This eclipsed 1959's record total by 4.6 per cent.)

- Provided reference library service with records of more than 1,300 associations, 341 city directories, 190 current telephone directories and numerous other publications from other chambers, associations and companies.

- Surveyed local business conditions for monthly and cumulative reports, published in **Bay Region Business**.

- Conducted test check of the 1960 census at the request of Mayor Christopher to determine validity of low preliminary census count. Manager was instrumental in promoting a "were you counted" campaign. (Final census was four per cent above preliminary census.)

- Assembled an up-to-date directory of federal agencies in San Francisco.

- Compiled detailed surveys of construction activity in San Francisco — a 1959 annual review and a midyear supplement.

- Published four quarterly editions of the **Calendar of Events of Public Interest** plus a Christmas supplement.

- Assembled information and data for articles for *Encyclopedia Britanica*, *Encyclopedia American*, *New Yorker Magazine*, *Editor & Publisher*, *Sales Management*, *Holiday*, *MacLean's* (Canada), *Business Week*, *Printers' Ink*, *R. L. Polk & Company's San Francisco City Directory* and local newspapers.

- Revised 11 directories of organizations (listing officers and addresses).

- Published semi-annual tax calendars for inclusion in **Bay Region Business**.

- Participated in census tract conference at Stanford University.

- Published a new map of San Francisco in cooperation with the California State Automobile Association with the map designating new 1960 zoning code provisions for the city.

- Summarized growth of savings and loan associations in Bay Area.

- Made annual revisions of basic literature distributed to visitors, newcomers, students, employment seekers.

- Assisted in location studies for stores, banks, a church, a shopping center and a chain of motels.

- Began work on directory of large employers in Bay Area.

- Listed buildings in San Francisco exceeding 200 feet in height.

- Expanded annual survey of large corporations with headquarters in San Francisco to include Bay Area.

- Helped compile directory of shopping centers in Bay Area.

- Maintained cooperative office of the United States Department of Commerce.

- Attended five-day hearing in San Francisco before the Federal Maritime Board investigating practices re free storage at San Francisco ports.

- Urged repeal of tax on transportation of persons and communications by sending a telegram to Congressman Wilbur D. Mills, Chairman, House Ways and Means Committee (copies to Senators Thomas H. Kuchel and Clair Engle and Congressman William S. Mailliard and John F. Shelley).

- Opposed San Francisco ordinance to establish a tax on trucks.



Membership—Membership Committee Chairman: William J. Bird. Manager: Herbert H. Harmon. Field Representative: Ernest A. Montano.

With its objective to increase the strength and effectiveness of the Chamber by maintaining and expanding the membership base, fostering of community acceptance and support of Chamber activities, and stimulating member participation in Committee programs aimed at greater economic and civic and cultural development, the Membership Department—

- Organized the Contact Club in the latter part of 1960 and named the following officers: Ed Collins, Club Chairman; Gene Whitworth, Program Incentives and Awards Chairman; and Team Captains: Larry Johnson, Al Enderlin, John Mulcahy, Bill Siden and Carl Hartness.

- Published a new folder, "Your Chamber of Commerce — Business Heart of San Francisco," prepared by J. Walter Thompson Company under the supervision of Harry A. Lee, Chamber Director, and the Publicity Department of the Chamber.



- Secured 135 new members in the Spring Membership Drive with the cooperation of six teams and 30 loaned executives, Chamber officers, directors, committeemen and staff. (Heading this program was George M. Dean, Chamber Director and Vice President and General Manager, the Pacific Telephone and Telegraph Company.)

- Recorded new memberships which paid \$25,759 and increased dues which paid \$34,308, a grand total of \$60,067.

- Saw an increase of 162½ per cent in the basic dues rate, authorized by the Board of Directors, and coordinated a program to contact all members under the direction of 1961 Chamber President, O. R. Doerr, Vice President in Charge of Sales, Pacific Gas and Electric Company, with the cooperation of George J. Hansen, a 1960 Chamber vice president, and Willis M. Holtum, 1960 Treasurer of the Chamber and 1961 First Vice President.

Retail Merchants—President: Paul Elder, Jr., Managing Director: Harold V. Starr. Constantly striving to promote and protect the interests of the city's retail industry, this segment of the Chamber—

- Kept retailers advised on such legislative matters as consumer's counsel, Federal Trade Commission restrictions on retail business advertising, consumer credit, consumer frauds, auto sales regulations, sales by telephone, labeling laws, advertising regulations, city and state ballot propositions, federal minimum wage law, fair trade, and other federal legislation.

- Mailed 48 bulletins to retailers plus monthly calendar of events, Retail Merchants' Association classified list, vacation schedules, holiday closings, sales tax cards, etc. (totaling 35,000 pieces).

- Heard report on functions and needs of Police Department by Board of Police Commission.

- Studied progress report of the Bay Area Rapid Transit District.



World Trade—President of the San Francisco Area World Trade Association (a Chamber affiliate): Elden R. Knauf. Chairman of the World Trade Week Committee: Daniel Polak. Manager: James P. Wilson. Assistant Manager: Howard R. Stephenson. Promoting expansion of two-way commerce for the Port of San Francisco and the San Francisco Bay Region through educational and service programs and preparing and distributing current commercial information on San Francisco throughout the world, this department has—

- Served as secretariat for the San Francisco Area World Trade Association (about 500 members).

- Published a monthly periodical, *International Bulletin*, with special features on San Francisco "pioneer" firms in world trade and containing more than 2,000 export-import business opportunities.

- Provided direct commercial information and services to 35,000 members, international traders, firms and promotional groups locally and overseas.

- Participated actively in the National Export Expansion Program.

- Published the first edition of *Overseas Buyers' Guide to the San Francisco Area*, a 133-page classified listing of manufacturing exporters, which was distributed throughout the world.

- Published World Trade Department trade promotion brochures in Spanish and Japanese.

- Sponsored and organized the Fourth Annual Business Development Mission to Asia.

- Planned expansion of the Directory of *Exporters and Importers in the San Francisco Area* into two volumes.

- Sponsored annual promotion of Golden Gate World Trade Week.

- Cooperated with official representatives of other nations in San Francisco for expansion of world trade.

- Worked with the California Council for International Trade for repeal of the "Buy California Act."

- Worked closely with the "Keep California Competitive" committee for the repeal of state and municipal taxes on imported raw materials.

- Prepared and distributed printed materials (with detailed information on commercial, industrial, world trade, international, air and marine port facilities of the San Francisco area) to hundreds of businessmen, chambers of commerce, United States Foreign Service, commercial libraries and world trade promotional organizations at home and abroad.

- Represented the Chamber in the World Affairs Council, the Export Managers Association, Pan American Society, International Hospitality Center, Junior World Trade Association, San Francisco-Osaka Sister City Program, Oakland World Trade Club and National Foreign Trade Council.

- Discussed municipal railway fare increase in joint study with Mass Transit Section and Tax Section. (Retailers favored retention of current 15-cent fare.)

- Cooperated with Citizens' Anti-Litter Campaign.

- Cooperated with Third Annual Voluntary Community Vehicle Safety Check.

- Cooperated with The San Francisco Municipal Conference and the San Francisco Council of District Merchants' Associations on problems affecting members of the Retail Merchants' Association.



Week-by-Week Progress Report

A weekly program, "San Francisco Progress Report"—now heard every Sunday, 10:30 a.m., over KFRC—was initiated by the radio station last year in cooperation with the Chamber Publicity Department.

Problems facing San Francisco and the Bay Area and the role played by the Chamber in attempting to solve them are regularly discussed, with G. L. Fox, Chamber General Manager, acting as moderator.

Radio programs last year included:

"Pesticides," discussed by Jack Pickett, and Roy Hansberry, "Valley Days," Dan E. London and Sacramento Valley mayors; Education Committee, Kenneth F. Stearn and John Levison; Federal Census, Mrs. Patricia Connich, Joseph Mignola and Fritz Albershardt; Practical Politics, Victor B. Levitt and Emmett Donovan; Asian Business Development Tour, Jack Buckley and Royce Greatwood; 91st Division, Maj. Gen. Stuart D. Menist and Randle P. Shield.

Motor Vehicle Safety Check, Hal A. Dunker and George M. Kessoff; Creative Design Center and State Fair Exhibit, Harry W. Guppy, and Donald Brundage; Jet Noise Abatement and S. F. Airport, George Rhodes and Don Wiley; Freeways, Oscar H. Fisher, Jr. and William Proctor; Fisherman's Wharf, Dominic Strazullo and Gus Gelardi; Voting Registration, Charles Rogers (Deputy Registrar) and Richard Smith; Pacific Festival, Grace Creveling and Jim Hutton.

World Trade, James P. Wilson and Peter B. Mackay; Building Activity, Sydney Franklin and Fritz Albershardt; Junior Chamber, Dexter G. Tight and Bill Wunsch; Tax Form Revision, E. V. Donovan and Randle P. Shields; United Bay Area Crusade, W. P. Fuller III and Don Faszchler; Transportation, P. Steaks LaBauha and Charles C. Miller; Fisherman's Fiesta, Sidney H. Keil and S. Ross Hutton.

Hunters Point Reclamation District, E. Elmo Hutchison and Lewis M. Holland; S. F. International Airport Expansion, Griswold Raetz and Randle P. Shields; Street Tree Planting, Mrs. Hans Klumpp and Brian Fewer; Chamber Information Bureau, Nancy Henry.

Saudi Arabia, James P. Wilson; National Government Trade Convention, R. E. Fitzgerald; Chinese Girls' Drum Corps, J. Y. Chin and Carol Ng; Produce Market, Milton Ross and Randle Larrison; Chamber and the New Year, O. R. Doerr.

Alec Stern, S. F. Illustrator



ALEC STERN

Cover design and illustrations in this 1960 annual report edition are by Alec Stern, nationally-known etcher and illustrator.

Stern is the designer and publisher of convention programs and other printed items utilizing etchings of San Francisco scenes and

scenes of other cities throughout the country. He has more than 1,000 illustrations in stock (special etchings are produced on order).

Stern also produces souvenir books of etchings of San Francisco, the Missions, "ships and sails," matted prints and boxed stationery and Christmas cards for all types of organizations.

Born in Connecticut in 1904, Stern not only "weathered" San Francisco's 1906 earthquake and fire, but also was present at a "repeat performance" in 1957. He had his early training at the California School of Fine Arts and Columbia University and served eight years as illustrator on the *San Francisco Chronicle*. His travels have taken him to all parts of the country in creating his nationally known collection of "Etchings of America."

"Wisdom," the elite liberal arts publication, has given him the distinction of illustrating his works in their issue on "Benjamin Franklin."

OFFICERS AND DIRECTORS WHO SERVED IN 1960

PRESIDENT: Dan E. London, Managing Director, St. Francis Hotel.

FIRST VICE PRESIDENT: O. R. (Rod) Doerr, Vice President in Charge of Sales, Pacific Gas & Electric Co.

SECOND VICE PRESIDENT: B. F. Biaggini, Jr., Vice President, Executive Department, Southern Pacific Co.

THIRD VICE PRESIDENT: George F. Hansen, Vice President-Secretary, Matson Navigation Co.

FOURTH VICE PRESIDENT: G. L. Fox, General Manager, San Francisco Chamber of Commerce.

TREASURER: Willis M. Holtum, Manager, Western Division, City Mortgage Department, Equitable Life Assurance Society of the U.S.

ASSISTANT TREASURER: William A. Carroll, Attorney.

SECRETARY: Marie A. Hogan.

DIRECTORS

E. W. CASEY,
Fibreboard Paper Products Corp.

EARLE C. DAHLEM, William L. Hughson Co.

GEORGE M. DEAN,
Pacific Telephone & Telegraph Co.

F. PASCHAL GALLOT,
Crocker-Anglo National Bank

FRANK P. GOMEZ, Industrial Realtor

LESTER L. GOODMAN, Getz Bros. & Co.

CHARLES T. GRAY,
American Forest Products Corp.

ROBERT M. HAYNIE, Haas & Haynie

F. S. HIRSCHLER, The Emporium Capwell Co.

GEORGE KILLION, American President Lines

HARRY A. LEE, J. Walter Thompson Co.

JAMES H. MARSHALL,
California & Hawaiian Sugar Refining Co.

STUART D. MENIST,
Fireman's Fund Insurance Co.

JAMES L. MURPHY, Reynolds & Co.

ROBERT B. MURRAY, JR.,
Pan American World Airways

BURTON W. PICKARD,
Standard Oil Company of California

JACK T. PICKETT, The California Farmer

QUENTIN REYNOLDS, Safeway Stores, Inc.

LEO E. SIEVERT,
The Atchison, Topeka & Santa Fe Railway Co.

ERIC SUTCLIFFE,
Ornick, Dahlquist, Harrington & Sutcliffe

G. J. TIGOUAT, Crowe Zellerbach Corp.

CLARENCE C. WALKER, General Electric Co.

W. E. WASTE, Bechtel Corp.

RALPH J. WRENN,
Stecher-Traug Lithograph Corp.

EX-OFFICIO DIRECTORS

PAUL ELDER, Paul Elder & Co.

PETER B. MACKEY, Atkins Kroll & Co.

DEXTER C. TIGHT,
Attorney, W. P. Fuller & Co.

Chamber Calendar

February 10 — HAWAIIAN AFFAIRS SECTION — Commercial Club, 12 noon.

February 10 — CONTACT CLUB — John Hancock Bldg., 3rd floor, 255 California, 10:45 a.m.

February 12 — INDUSTRIAL DEVELOPMENT COMMITTEE — Commercial Club, 12 noon.

February 14 — AGRICULTURAL COMMITTEE — Cirque Room, Fairmont Hotel, 12 noon.

February 14-17 — CACOM MEETING — Rickey's, Palo Alto.

February 15 — SPAWTA LUNCHEON — World Trade Club, 12 noon. Speakers: D. Chester L. Guthrie on Export Document Simplification.

February 15 — FEDERAL OFFICE BUILDING—II. S. COURT HOUSE GROUND-BREAKING CEREMONY — Golden Gate at Larkin, 3:30 p.m. O. R. Doerr, Master of Ceremonies.

February 15 — RMA BOARD OF DIRECTORS — Bohemian Club, 8 a.m.

February 15 — CIVIC DEVELOPMENT COMMITTEE SECTION: CHAIRMEN, VICE CHAIRMEN AND COMMITTEE ADVISORS — Room 200, Chamber, 10:30 a.m.

February 16 — LIVESTOCK SALES COMMITTEE FOR JR. GRAND NATIONAL — Commercial Club, 12 noon.

February 17 — AVIATION SECTIONS — S. F. Chamber and Oakland Chamber and Bay Area Aviation Committee — Commercial Club, 12 noon. Agenda: Aviation legislation.

February 17 — SPAWTA LUNCHEON — Hunt Room, Fairmont Hotel, 12 noon. Speaker: Elliott H. Lee, International Finance Corporation.

February 17 — TECHNICAL PROJECTS COMMITTEE — Commercial Club, 12 noon.

February 23 — INDUSTRIAL DEVELOPMENT COMMITTEE — Trip to Vallejo on Vera Dalman's yacht THE MCCOY.

February 24 — SHIPBUILDING & SHIP REPAIR COMMITTEE — Commercial Club, 12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

G. L. FOX, General Manager

M. A. ROGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Pacific Basin Trade Tour Set

Pointing up trade opportunities in the Pacific basin and the increased emphasis now being given to the U.S. export expansion program, the San Francisco Area World Trade Association has invited leading businessmen in the western United States to participate in the 1961 Pacific Area Business Development Tour.

Sponsored by the World Trade Association (affiliate of the Chamber) and endorsed by world trade organizations in the western United States, the tour will include Australia in the itinerary for the first time, according to E. R. Knauf, SFAWTA

President and Vice President, Crown Zellerbach International.

"This year's tour—which begins April 11—with its expanded itinerary is especially timely in light of current liberalization of import restrictions in Japan and Australia and of the booming markets for American goods in such countries as Thailand, Malaya and Taiwan," Knauf pointed out. Members of the tour will be able to take advantage of these new market prospects and conditions.

"Tour members will act as 'Business Ambassadors' to each of the countries to be visited. Because of past achievements, this tour now enjoys considerable recognition from U.S. and foreign government experts and in

trade and investment circles. The itinerary has been arranged to provide adequate time for private business meetings and to further consolidate existing business relationships.

"The fifth annual tour is a pre-planned, professionally organized and conducted trade tour enhanced by the experience, the contacts and continuity of relationships developed through prior tour years."

As a trade and business contact "spring-board," the tour's first stop is the Tokyo International Trade Fair where more than 5,000 exhibits from 21 countries—including product displays and demonstrations—will give a comprehensive picture of the variety of trade opportunities now existing in the Pacific Basin.

"Through the World Trade Association and chambers of commerce, trade associations and U.S. embassy and consulate commercial officials in each locale to be visited," Knauf continued, "arrangements for visits to industries and commercial facilities are made in advance and are correlated to the expressed interests of tour members."

"Members of the tour will be, in every sense, 'Ambassadors of Good Will' to each country visited, particularly to Osaka, Japan, where, as a result of the San Francisco-Osaka 'Town Affiliation' formed under former President Eisenhower's people-to-people program, business emissaries from northern California are traditionally given a royal welcome." As special ambassadors of the mayor and city and county of San Francisco, tour members will be feted at various receptions and special events.

Sponsored by the SFAWTA, the tour has been endorsed by the Japan Society of San Francisco, the S.F.-Osaka Town Affiliation Committee, Oakland World Trade Club, World Trade Center and the Export Managers' Association of San Francisco and other world trade organizations.

大阪



Itinerary

FIRST SECTION

FRIDAY, APRIL 14—departure. APRIL 15—arrival in Tokyo (day just to travel). Visits to Kyoto, Nagoya, Osaka. APRIL 27—Tokyo to Hong Kong. MAY 2—to Taipei. MAY 5 to Tokyo. MAY 7—return.

SECOND SECTION

APRIL 14—MAY 1—same as section one. MAY 2—Hong Kong to Bangkok. MAY 4—to Singapore. MAY 7—to Kuala Lumpur. MAY 8—to Singapore. MAY 9—to Manila. MAY 13—return via Honolulu.

THIRD SECTION

APRIL 15—MAY 9—same as first two sections. MAY 10—Singapore to Sydney. MAY 13—to Melbourne. MAY 18—to San Francisco.

PRICES (including taxes)—\$1,619 first section; \$1,702, first two sections; \$2,065, all sections.



TWO SAN JOSE MEN, Dr. R. T. Dunkin, President of Seal Records (left), and Ted G. Hayes, Vice President of the company (right), attended the ceremony naming David Rose (second from right) Ambassador Extraordinary of the San Francisco Chamber of Commerce. Second from left is G. L. Fox, Chamber General Manager, and Dan E. London, 1960 Chamber President, is seated.

Chinese Girls May Go to Mardi Gras

As a result of the impression they made in the inauguration parade, St. Mary's Chinese Girls Drum Corps may represent San Francisco in next year's Mardi Gras parade in New Orleans, according to G. L. Fox, General Manager of the Chamber.

A tentative bid resulted from advance coverage in the Washington area achieved by the Chamber Publicity Department, the corps' struggle through an 8-inch snowfall on inauguration eve in an effort to play "Irish Eyes Are Smiling" for the President-Elect at his Georgetown home (as requested by the Hibernians of San Francisco) and the colorful impression the girls made in the parade, Fox said.

Congressman Hale Boggs of New Orleans has contacted Congressman John F. Shelley of San Francisco to discuss the possibility, Fox stated. Congressman Boggs plans to confer with the Captain of the Rex Parade regarding an invitation for the 1962 event.

"If San Francisco is represented in the Mardi Gras next year, it will be due to the generous support given the drive to send them to Washington in January by thousands of individuals and organizations," Fox said.

Industrial Expansion \$231 Million for '60

A total of \$231,198,760 was committed during 1960 for 226 new factories and 772 industrial expansions in northern California's 18 counties.

Outlays totaled \$14,739,500 for new plants and \$216,459,260 for expansions.

In the 13 counties of the San Francisco Bay Region \$198,689,280 was committed, including \$187,727,780 for 665 expansions and \$10,961,500 for 197 new plants.

San Francisco's cumulative total for the 12 months was \$1,861,000 for 176 projects and 790 new jobs, including \$1,125,500 for 139 expansions and \$138,500 for 37 new plants.



S.S. ORIANA of the P & O-Orient Lines was saluted after its maiden voyage to the Pacific at a civic luncheon recently with Sir Colin Anderson, company director, (center) the main speaker. To the left is Chalmers G. Graham, President, British American Chamber of Commerce and Trade Center, and (to the right) is O. R. Doerr, Chamber President.

Rearwin Heads Education Group

Kenneth R. Rearwin, Resident Partner of Merrill Lynch, Pierce, Fenner and Smith, has been appointed chairman of the 1961 Education Committee of the Chamber, according to O. R. Doerr, Chamber President. Vice Chairman is John C. Levison, industrial broker, former member of the San Francisco Board of Education (1950-59) and a Past President of that body. Past Director and President of the California School Board Association and a former member of the Education Committee of the U. S. Chamber of Commerce.

Others appointed to the committee were:

Dr. D. D. Adams, President of Research and Education Corporation and former assistant superintendent of schools in charge of vocational education in San Francisco; Mrs. Richard S. Gahn, prominent civic leader; Mrs. Robert C. Elkes; Edmund A. Hartsock, Special Assistant to the Vice President, Standard Oil Company of California; Bert W. Levis, Attorney, past member of the San Francisco Board of Education (1948-58) and Past President of that body; Past President of the California School Board Association, and former member of the U. S. Chamber Education Committee; F. B. Maurer, Tax Commissioner of Southern Pacific Company and a member and former Chairman of the Chamber Tax Section; and Dexter C. Ticht, Attorney, W. P. Fuller & Company, former President of the San Francisco Junior Chamber of Commerce and 1961 Assistant Treasurer of the San Francisco Chamber of Commerce.

Hawaiian Tour Set for October

The Hawaiian Trade Development Tour has been rescheduled for October, according to John Cullen, Chairman of the Chamber Hawaiian Affairs Section and General Manager of New York Life Insurance Company.

Members of the contingent going by sea will depart on the S.S. Matsonia, the Matson Navigation Company, Wednesday, October 18, according to Cullen. Those going by air will leave Saturday, October 21, via Pan American Airways jet. Return will be via United Air Lines jet Sunday, October 29, or by sea.

Heading the trade development contingent will be O. R. Doerr, President of the Chamber.

Livestock Sales Committee Formed

San Francisco will go all out this year to reward top-notch achievement by the boys and girls of California farms.

This was assured when Mayor George Christopher and a committee of the Chamber met at the Commercial Club to promote the success of the Grand National Junior Livestock Exposition, March 25 to 29, 1961.

Some 1,400 farm youngsters—members of the state's 4-H Clubs and Future Farmers of America—will be exhibiting over 3,000 meat animals at the Cow Palace Show. After the animals are judged, they'll be sold to the highest bidders at the show's most crucial event—March 29.

"These fine young future farmers have spent months grooming their animals for exhibit at the Junior Show," said O. R. Doerr, President of the Chamber. "It is up to San Francisco, as their host city during the event, to see that the youngsters are amply rewarded for their achievement. This can be done by making sure they receive premium prices for their livestock when auctioned."

To meet this challenge the Chamber, in cooperation with the No. 1-A District Agricultural Association, has set up a committee headed by Carl L. Garrison, General Manager, Porter Estate Company, and Ed Le Vesconte, Vice President, H. S. Crocker Company.



SAN FRANCISCO TAX CALENDAR—FIRST HALF OF 1961

CITY-STATE SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
EACH MONTH THIS DAY	1 Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
	1 Distributors motor-vehicle fuel	File and pay tax for the second preceding month, unless on weekly payment basis.	State Bd. of Equalization
	15 Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
	15 Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
	15 Beer and wine mfrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization
	15 Petroleum producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
	25 Motor vehicle transportation operators	File and return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization
25 Users of diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization	
LAST DAY OF MONTH	Retailers and purchasers of tangible personal property subject to tax	File sales and use tax, and pay on or before last day of month after close of taxable quarter. If required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization

Final Date	Interested Parties	Act Required	Responsible Agency
JANUARY	1-31 Employers	State Unemployment and Disability Insurance Tax fourth quarter 1960 due. Delinquent after January 31.	State Dept. of Employment
	1-31 Retailers and purchasers of tangible personal property subject to tax	File quarterly statement and pay last 1960 Retail Purchase and Use Tax.	State Bd. of Equalization
	1 Motor vehicle owners	License renewal fee for calendar year payable; delinquent February 4.	State Dept. of Motor Vehicles
	FEBRUARY	1 City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due. Delinquent April 10 at 5 p.m.
4 Motor vehicle owners		Last day to pay registration and license fees.	State Dept. of Motor Vehicles
4 Oil and gas producers		Pay balance of 1959 severance tax.	State Treasurer
15 Employers		Annual information return (California form 599) for payment to individuals of (1) interest, rent, royalties, annuities, etc., of \$2000 or more in total; (2) compensation of \$2000 or more to single person or \$3500 to married person; or (3) dividends of \$100 or more.	State Franchise Tax Board
MARCH	6 City property owners on leased land	Last day for owners of property on leased land to file for separate tax bill.	City and County Assessor
	6 City property owners	File statement of all personal property owned at noon for assessment. Tax becomes delinquent August 31.	City and County Assessor

Final Date	Interested Parties	Act Required	Responsible Agency	
6	City property owners	File affidavit for exemption before 5 p.m. first Monday in May. Welfare agencies must file by April 1.	City and County Assessor	
	15 Corporations	File return and pay all or first installment of taxes if on calendar year basis, otherwise 2 months and 15 days after close of fiscal year.	State Franchise Tax Board	
	APRIL	1 Welfare agencies	Last day to file affidavit and claim for welfare exemptions.	City and County Tax Assessor
		1-30 Employers	State Unemployment and Disability Insurance Tax — pay first quarter returns — delinquent May 1.	State Dept. of Employment
		1-30 Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending March 31.	City and County Tax Collector and State Bd. of Equalization
10 Property owners		Second installment real property taxes; delinquent at 5 p.m.	S. F. City and County Tax Collector	
15 Off-sale general licensees	File report for quarter ended March 31 and pay required additional license fee.	State Bd. of Equalization		
15 Donors	File return showing gifts during preceding calendar year.	State Controller		
15 Individuals	File return and pay full tax, or if tax exceeds \$50, pay first of three equal installments.	State Franchise Tax Board		
MAY	2 Churches, colleges, veterans, orphanages, exhibitors	Last day for filing affidavit for exemptions. (First Monday in May by 5 p.m.)	S. F. City and County Assessor	
	29 Personal property owners	Last day to file unsecured property statement. (Last Monday in May by 5 p.m.)	S. F. City and County Assessor	
	JUNE	1 Employees	Last day to file for refund of Disability Insurance if over \$36 was deducted in 1960 by two or more employers.	State Dept. of Employment
14 Insurance companies		Last day to pay gross premiums tax.	S. F. City and County Assessor	

OFFICES OF TAX AGENCIES

Assessor, City and County of San Francisco, City Hall,
Tax Collector, City and County of San Francisco, City Hall,
State Board of Equalization, State Building, 350 McAllister
State Franchise Tax Board, State Building Annex, 345 Larkin
State Department of Motor Vehicles, 160 South Van Ness Avenue
State Department of Insurance, 1182 Market Street
District Director of Internal Revenue, 100 McAllister Street,

KL 2-1910
HE 1-2121
UN 1-8700
UN 1-7234
UN 3-0300
KL 2-0712
UN 3-4900

(See reverse side for Federal Section)

OFFICES OF TAX AGENCIES

Assessor, City and County of San Francisco, City Hall,
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KL 2-1910
 HE 1-2121
 UN 1-8700
 UN 1-7234
 UN 3-0300
 KL 2-0212
 UN 3-4900

SAN FRANCISCO TAX CALENDAR—FIRST HALF OF 1961

FEDERAL SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
EACH MONTH THIS DAY			
15	Employers	When combined social security and federal income taxes withheld exceed \$100 in any month, amount must be deposited in authorized depository by 15th of following month. This month's withholdings may be remitted with quarterly return.	District Director of Internal Revenue Service
15	Brokers, dealers, etc.	File returns covering stock and bond transactions for preceding months accounting for documentary stamps.	District Director of Internal Revenue Service
LAST DAY	Retailers, mfrs., amusements, cabarets	If more than \$100 in federal excise taxes is collected during either of the first two months of a quarter, pay to depository. Taxes for the third month may be paid to an authorized depository bank or Federal Reserve Bank, or directly with the quarterly return. If tax for each month deposited in time, date for filing quarterly return is extended 10 days.	District Director of Internal Revenue Service

Final Date	Interested Parties	Act Required	Responsible Agency
JANUARY			
1	Employers	Federal Insurance Contribution Act (FICA) taxes ("social security") to be paid in 1961 are 6½, 3½, by employer and 3½ withheld from employees, computed on first \$4000 of wages paid to each employee.	District Director of Int. Rev.
15	Individuals	Fourth and final payment of 1960 estimated tax, by individuals previously making declarations. Last day to amend 1960 estimated tax.	District Director of Int. Rev.
15	Fiduciaries	Fourth and final payment due on 1959 estate taxes.	District Director of Int. Rev.
31	Employers	Last day to furnish employees a written receipt (W-2) of amount withheld in 1960.	District Director of Int. Rev.
31	Employers	Last day to file last 1960 quarterly return of taxes withheld at source (Form 941) with triplicate copies of W-2's issued during the year.	District Director of Int. Rev.
31	Employers	Employers of two or more persons file form 940 for 1960.	District Director of Int. Rev.
31	Retailers, mfrs., amusements, cabarets	File return for preceding quarter on Form No. 720 and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax, if liable amounts in any month except last month of each quarter exceed \$100, deposit such amounts in a Federal Reserve Bank or any authorized local bank by last day of following month.	District Director of Int. Rev.

Final Date	Interested Parties	Act Required	Responsible Agency
FEBRUARY			
15	Farmers	Last day to file U. S. return and pay entire tax for 1960 unless declaration estimated tax filed and paid on January 15, 1961.	District Director of Int. Rev.
28	Employers	Last day to file annual information returns on payments of interest, rents, royalties, annuities, etc., of \$600 or more in total, or dividends exceeding \$10, or compensation paid to employees and not reported on form W-2A.	District Director of Int. Rev.
MARCH			
1	Foreign personal holding companies	Officers, directors and shareholders file annual returns on forms 957 and 958.	District Director of Int. Rev.
15	Corporations	File 1960 income tax returns and pay 50% of amount due.	District Director of Int. Rev.
APRIL			
15	Individuals	Last day to file personal income tax returns calendar year 1960 (Form 1040 or 1040A) and make final payment.	District Director of Int. Rev.
15	Individuals	Declaration and payment of one quarter of estimated income tax for calendar year 1961.	District Director of Int. Rev.
15	Individuals Self-employed	(Except doctors and ministers.) Self employment tax, corresponding to social security (FICA) tax, 1961 tax, 4½% of net earnings from self employment if over \$400 per year, up to first \$4800 in year. Computation and reporting provision made in form 1040, and payment to be made with income taxes.	District Director of Int. Rev.
15	Gifts	File gift tax annual return and make payment of tax due if gift of more than \$3000 was made in 1960 to one individual.	District Director of Int. Rev.
15	Partnerships, joint ventures	File return for year ended December 31, 1960 form 1065.	District Director of Int. Rev.
15	Estates, trusts	Reporting for calendar year 1960; quarterly payment due, form 1041. Pay one quarter of 1960 tax for estates; all of tax for trusts.	District Director of Int. Rev.
30	Employers	Last day to file first 1961 quarterly return and make payment of taxes withheld during preceding quarter.	District Director of Int. Rev.
30	Retailers, mfrs., amusements, cabarets	File return for preceding quarter on Form No. 720 and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax, if liable amounts in any month except last month of each quarter exceed \$100, deposit such amounts in a Federal Reserve Bank or any authorized local bank by last day of following month.	District Director of Int. Rev.
MAY			
15	Tax-exempt organizations and trusts cooperatives	File 1960 annual information return. Corporations, forms 990, 990A. Employees trusts, form 990P. Cooperatives, form 990C.	District Director of Int. Rev.
JUNE			
15	Individuals	Pay second quarterly installment on 1961 estimated income tax.	District Director of Int. Rev.
15	Corporations	Second half income taxes for calendar year 1960 payable.	District Director of Int. Rev.
15	Individual, reporting first time	Those required to file declarations for the first time at this date pay one-third 1961 estimated tax due.	District Director of Int. Rev.
15	Non-Resident business and individual	Last day to file return of citizens abroad in business whose principal income is from foreign countries or U. S. possessions.	District Director of Int. Rev.

Hitting the High Spots

with JIM WARNOCK

REGINALD R. KEARTON, assistant general manager of Lockheed Missiles and Space Divisions, Palo

Alto and Sunnyvale, addressed a luncheon session of the California Association of Chamber of Commerce Managers last week in Palo Alto. Speaking for Lockheed, largest employer in the San Francisco Bay Region, with a weekly payroll of \$2,600,000, Kerton discussed "The Industrialist's Point of View in Site Selection." Dr. Weldon B. Gibson, Vice President,

Stanford Research Institute, also spoke. G. L. Fox, Vice President and General Manager of the Chamber, was general chairman of the three-day conference which had the theme "The Chamber of Commerce in the Space Age." ...

A PRACTICAL COURSE designed for the safety of the family in the event of disaster will be conducted at the San Francisco Disaster Corps headquarters, 45 Hyde Street, from 7 p.m. to 9 p.m. each Thursday in March (beginning March 2), according to A. G. Cook, R. Adm., USN (Ret.), Director of the Corps. The courses will involve, in succession, civil defense, nuclear defense, fire defense and psychological defense. The course is free and a certificate will be issued upon its completion. ...

BILLS WHICH have been introduced at the state legislature affecting aviation and allied industries were discussed by members of the Chamber Aviation Section at a luncheon in the Commercial Club last Friday, according to Fred L. Ellsworth, Section Chairman and Division Aviation Manager of Shell Oil Company. Also attending were members of the Bay Area Aviation Committee and the Aviation Committee of the Oakland Chamber of Commerce. ...

SELLING of 5,000 San Francisco Symphony Foundation memberships at \$10 each annually (with an announced goal of \$50,000 to foster a long-range educational program in support of the orchestra) will be undertaken March 6 to March 11, according to Hugh Reynolds, advertising executive and Chairman of the Foundation's Special Projects Committee. Other Foundation Chairmen are: Maurice Webster, Vice President of KCBS-CBS Radio, Chairman of the Media Committee; Frank E. Lougee, Account Supervisor of Foote, Cone & Belding, Chairman of the Advertising Committee; John Weese of Skidmore, Owings & Merrill, Architects Committee; Attorney J. R. Drumwright, Bank of America, Chairman of the Lawyers' Committee; and Dr. Dorothy P. Danno, Chairman of the Medical Committee. ...

JOHN W. PETIT, known over the world as "Mr. Taxibac," has been elected Vice President in Charge of Public Relations of the Yellow Cab Company, according to George E. Worster, President. The action was taken 38 years from the actual day Petit joined Yellow Cab Company in San Francisco. During this time he has served as General Manager, Assistant to the President, and as Public and Community Relations Manager. ...

SIR COLIN ANDERSON, director of Orient Navigation Company, Ltd., spoke on "The Pacific and the World," at a civic luncheon honoring the Pacific maiden trip of the S.S. ORIANA, P & O. Orient Lines, at the Mark Hopkins Hotel. The luncheon was held under the sponsorship of the Chamber, the British-American Chamber of Commerce and Trade Center, the Marine Exchange, San Francisco Area World Trade Association, Chamber affiliate, and the World Trade Center Authority. ...

"RELACIONES PUBLICAS," written by Howard R. Stephenson, Assistant Manager of the Chamber's World Trade Department, the first public relations book to be written in Spanish for the Latin-American market has just been published by the University Press, Catholic University, Peru. The handbook, based on a series of lectures delivered by Stephenson during his Fulbright Lectureship in Peru (1958-59) presents the theory of public relations as it has gained acceptance in the United States and applies it to conditions existing in Latin America. A graduate of Columbia (1947), Stephenson also has studied at Colgate University, the University of Mexico and the University of Chile. Also a member of Phi Beta Kappa and Professor Emeritus of the Catholic University of Peru, Stephenson headed his own public relations and advertising firm in Chile and was Associate Editor of the English language newspaper, The South Pacific Mail. ...

SHIP REPAIR WORK amounting to \$430,850 was awarded during the month of January by the Assistant Industrial Manager of the San Francisco Naval Shipyard to local contractors. In addition, \$25,000 of industrial work was "firmed out" and contracts totaling \$2,335 were awarded to private industry for public work maintenance work in the yard. The Naval Shipyard supply department purchased equipment and supplies during the month of January totaling \$417,516 and referred to the Navy Supply Center, Oakland, for purchase of an additional \$273,874 in value. ...

PROBLEMS INVOLVED in the disposal of combustible debris were discussed at a luncheon meeting of the Chamber Technical Projects Committee last Friday in the Commercial Club, according to William W. Moore of Dames & Moore, chairman. Findings on the subject of a special study committee, led by Henry J. Brunner, structural engineer; Fred J. Mohr, industrial development engineer; San Francisco division, Pacific Gas and Electric Company; and Byron L. Nishkian of B. L. Nishkian and L. H. Nishkian, consulting engineers, were analyzed. ...

GROWTH PROPERTIES, a corporation recently formed in San Francisco by a group of prominent Bay Area businessmen for the purpose of developing investment properties, has made its first two acquisitions, totaling \$420,000; an office and warehouse building on one acre in South San Francisco Industrial Park (purchased from Utah Construction & Mining Co., and leased to Rome Cable Corp.); and 7½ acres in Marin County near Hamilton Air Force Base, to be developed into a 200-unit garden apartment building. ...

BIDS for furnishing, installing and maintaining scoreboards in Kezar Stadium are being accepted, according to Ben Banas, Purchaser of Supplies, City and County of San Francisco, with submission deadline for sealed bids March 3 at 3 p.m. The scoreboards will include two sections for ad space and will be 30 feet, 4 inches wide and nine feet, three inches deep. Bid forms are obtainable from the Purchaser of Supplies, City Hall, or the Chamber. ...

ATTORNEY VICTOR B. LEVIT, 1958 President of the Junior Chamber, has been named winner of the Junior Chamber's Distinguished Service Award for 1960, one of San Francisco's most prized honors. Managing editor of the SAN FRANCISCO CHRONICLE, SAN FRANCISCO EX-AMINER and SAN FRANCISCO NEWS-CALL BULLETIN made the selection. ...

CHARLES E. DUCOMMUN, Southern California business and civic leader and head of Ducommun Metals and Supply Co., — founded in 1849 by his grandfather, C. Ducommun — has been named to the Stanford University Board of Trustees. ...

A TOTAL of \$43,854,577 worth of building permits was issued for 619 new plants or alterations to existing plants last year in the San Francisco Bay Area. 35 per cent higher than 1959, according to the San Francisco Bay Area Council. Nearly \$12 million worth of permits was issued to electronics firms, the fastest growing industry in the area. ...



O. R. DOERR, President of the Chamber (center), and Congressmen William S. Maillard (left) and John F. Shelley (right) man the shovels in the groundbreaking ceremonies for the \$40 million Federal Office Building and the United States Court House, to be constructed at Turk Street, Golden Gate Avenue and Larkin and Polk Streets.

"EXPAND YOUR OVERSEAS OPERATIONS NOW!" is the title of a new booklet published by the World Trade Department of the Chamber, according to Elden R. Knauf, President of the San Francisco Area World Trade Association and Chairman of the Policy Committee of the World Trade Department. ...

SUMMER MARKET for San Francisco will open Monday, July 17 and run through Friday, July 21, according to Henry A. Adams, General Manager of Western Merchandise Mart. ...

COMMAND of the San Francisco Ordnance District — a nine-state, \$200 million defense procurement activity — has been assigned to Col. William F. Meany, former senior U. S. ordnance advisor to the Korean Army. Meany succeeds Col. L. H. Harrison, USA, retired. ...

NEWLY-ELECTED President of the Northern California Industrial Editors Association for 1961 is Donald Berry, Columbia-Geneva Division, United States Steel. Other officials are: John A. Hildreth of Standard Oil Company of California, and Shirley Welton of First Western Bank, Vice Presidents; and Ellen Taussig of California Water and Telephone Company, Secretary-Treasurer. Trudy McCarten of El Cid Cafe is in charge of publicity and public relations for the NCIEA. ...

SHIZUMA MATSUO, Vice President of Japan Air Lines, has been named President of JAL, succeeding Seijiyo Yanagita who had been President since the company was organized ten years ago. ...

U. S. IMPORTS of Japanese transistor radio batteries will rise 225 per cent this year, according to the BIC Battery Information Committee of the National Electrical Manufacturers Association. BIC noted that the domestic dry battery capacity — essential for national defense — may be adversely affected if uncontrolled Japanese battery imports are allowed to continue. Last year 42 per cent of the transistor radio batteries sold in this country were Japanese-made, more than double the figure for 1959. ...

WILLIAM H. LANDER, Director of Public Information, Organization of American States, discussed "The Business Climate in The Americas" at a recent world business luncheon meeting of the San Francisco Area World Trade Association, affiliate of the Chamber, in the World Trade Club. ...

District Merchants Elect 1961 Officials



Fraser S. Ray



Ruth Church Gupta



Paul Gill



Mike Salarno



Arthur L. Ferguson



M. J. Mendes



Harold V. Starr

Fraser S. Ray of the Portola District Merchants Association has been installed as 1961 President of the San Francisco Council of District Merchants Associations. Ray succeeds Ray Stelling.

Other officials installed were Ruth Church Gupta, Marina Merchants Association, First Vice President; Paul Gill, West Portal Avenue Merchants Association, 2nd Vice President; Mike Salarno, Irving Street Merchants Association, Inc., 3rd Vice President; Arthur L. Ferguson, Eureka District Merchants Association, Sergeant-at-Arms; M. J. Mendes, Clement Street Merchants Association, Inc., Treasurer; Mrs. Ignatius Trapani, Bay View Merchants Association, Secretary; and Harold V. Starr, Manager of the San Francisco Chamber of Commerce Civic Development Department, Executive Secretary.

Installation was held at *The Village* with Francis McCarty, Judge of the Superior Court, San Francisco, the installation officer.

G. L. Fox, Vice President and General Manager of the Chamber, spoke. Judson G. Osburn, Secretary of the Marina Merchants Association, commented: "Perhaps no man in San Francisco has as great a familiarity with the problems of the retail merchants of our city as has Mr. Fox and when, in his occasional appearances, he draws upon his vast knowledge and experience in public relations and integrated fields, he is always accorded the utmost attention of his hearers, who invariably profit from his timely remarks."

Present at the ceremony was the Honorable Edmund G. (Pat) Brown, Governor of California.

Traders Back Export Expansion

Directors of the Chamber have adopted two policy statements in support of the national export expansion program and improvement of the balance of payments situation, according to O. R. Doerr, President.

The policy statements resulted from studies by the International Finance and Investment Committee and the Customs and Tariffs Committee of the affiliated San Francisco Area World Trade Association.

The statements follow:

"The San Francisco Chamber of Commerce reiterates its strong support of the National Export Expansion program of the Federal Government and will continue to lend its full support to the Regional Export Expansion Committee and other cooperating groups.

"A definite improvement in the balance of payments situation of the United States is mandatory not only to insure the nation's economic well-being here at home and military security, but also to insure that the United States can continue as a strong partner in the future economic growth and military strength of the free world.

"The Chamber seeks this improvement within policies which will not diminish the



INCREASED U. S. TRAVEL as one of the ways to ease the balance of payments deficit which the United States is now undergoing, as advocated by the Kennedy Administration, was hailed by Sir Matthew S. Slattery (right), Chairman of the British Overseas Aviation Corporation, during a recent visit here as a "most welcome and most positive approach to the situation." Sir Matthew promised that "we in the B.O.A.C. will continue to do our utmost to stimulate travel by businessmen and vacationers to the United States and B.O.A.C. will give worldwide distribution to a new color film of U. S. vacation spots, the first to be made by a foreign airline." To the left is R. W. Geldard, Manager, Pacific Station, B.O.A.C.

nation's military strength, will not impair its international economic programs."

Membership Sales Hitting Brisk Pace

Membership sales, now coming in at a brisk rate, totaled 12 for five weeks of effort by the Contact Club which now has made 460 contacts, 269 interviews and 155 call backs, according to Herbert H. Harmon, Manager of the Chamber Membership Department.

Ed Ripley of York and Company registered another sale to become the top individual producer to date with four sales. John Mulcahy of Fireman's Fund Insurance Co. led the fifth week's effort with two sales.

The Contact Club meets again Wednesday, 10:45 a.m., in the John Hancock Building, 225 California Street.

Calendar

February 27 — SFAWTA BOARD OF DIRECTORS — World Trade Club, 12 noon.
February 28 — INDUSTRIAL DEVELOPMENT CLUB LUNCHEON — Commercial Club, 12:15 p.m. — The Builder's Role in Industrial Development — by Vance Mape.
February 28 — SMALL BUSINESS SECTION — Commercial Club, 12 noon.
March 1 — CONTACT CLUB — John Hancock Bldg., 3rd floor, 255 California, 10:45 a.m.
March 2 and 3 — INTER-CITY SECTION — South Coastal Counties Two-Day Tour visiting 15 communities.
March 3 — CHEMICAL INDUSTRIES SECTION — Commercial Club, 12:15 p.m. Agenda: Formulating 1961 program.
March 10 — Joint Meeting, REGIONAL PROBLEMS, STREET, HIGHWAY & BRIDGE and MASS TRANSIT SECTIONS — Room 200, Chamber, 10:30 a.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH L. HAUGHEY, Editor

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Circulation: 7,500



'Youth Day' Winds Up Tree-Planting



LAUREL FIG trees are planted on lower Grant Avenue in front of Saks Fifth Avenue by James Ludwig, downtown planting chairman of San Francisco Beautiful, Mrs. Hans Klusmann, general chairman of Plant a Tree Week, and Tom Forcelles of Architectural Masonry Company.

E. V. Donovan Tax Section Chairman

Emmett V. Donovan, Tax Manager of California & Hawaiian Sugar Refining Corp., Ltd., has been appointed Chairman of the Chamber Tax section for 1961, according to C. L. Fox, Chamber General Manager. H. H. Hoss, Vice President of Schwabacher-Frey Company, is the new Vice Chairman.

"Comprised of experts in the field, the Tax Section of the Chamber generally acts as a watchdog for the business community to prevent unnecessary expenditures and to defeat unnecessary tax increases at all levels of government," according to Randle P. Shields, Manager, Chamber Public Affairs Department.

Plant a Tree Week — serving the goal of the year-around planting program of San Francisco Beautiful (newly-formed affiliate of the Chamber) — ends with Youth Day tomorrow, according to Mrs. Hans Klusmann, General Chairman of the Planting Section.

Members of the San Francisco Youth Association will plant trees at boys' clubs and other youth facilities in the city and distribute planting literature and posters in several neighborhoods.

Highlight of today's activity is a unique tree tour of San Francisco by The Gray Line. Buses will leave the Polk Street entrance of City Hall at 10 a.m., 12:30 and 2:30 p.m. under the guidance of Brian Fewer, Supervisor, Street Tree Division.

Plant a Tree Week also honors California Conservation Week, Arbor Day and a number of great names in American history, including Luther Burbank, John McLaren and John Muir.

Burbank is one of the great names in world conservation and forestation programming. "Uncle John" McLaren built San Francisco's Golden Gate Park on sand dunes, turning the wasteland into the world's largest and most beautiful man-made park. Muir's memory is preserved by Muir Woods, the beautiful redwood grove across the Golden Gate.

San Francisco's voluntary street tree planting program is fully described in a new folder printed this week by Crocker Anglo National Bank in cooperation with the Publicity Department of the Chamber. Printed in green, the folder describes the benefits of street tree



MAYOR GEORGE CHRISTOPHER (right) turns the sod for the planting of a sycamore tree on the Van Ness side of City Hall. Mrs. Christopher, Honorary Chairman of Plant a Tree Week, and Chief Administrative Officer of the City and County of San Francisco, Sherman P. Duckel, look on.

planting, how neighbors can put together block projects, decide on species and obtain a free planting permit and list of contractors to do the work. The folder is now available at the information desks in the rotunda of the City Hall and on the ground floor of the Chamber.



CHAMBER MEMBERSHIP Sales awards for the month of February went to Contact Club members (left to right) Al Enderlin of Crocker Anglo National Bank, Ed Ripley of York and Company, and John Mulcahy of Fireman's Fund Insurance Company. William J. Bird, Membership Chairman and Western Vice President of John Hancock Mutual Life Insurance Company, is to the far right.

Contact Club Spurs Membership Drive

Thus far the Contact Club's campaign for new Chamber members has resulted in the addition of 14 to the roster in seven weeks, according to Herbert H. Harmon, Membership Department Manager.

A total of 632 contacts has been initiated, and 396 interviews registered, with 186 callbacks to be made.

Team No. 3, under Captain Carl Hartness of J. Walter Thompson and Company, is in first place with six sales assured and eight sales reported. The runner-up team, captained by John Mulcahy of Fireman's Fund Insurance Company, has four sales.

Special entertainment for new members of the Contact Club is scheduled Tuesday, March 21 at 4:00 p.m. at the John Hancock Building.

S. F. Business Activity Sets Record for Month of January

Business activity in San Francisco reached a record high for the month of January, according to the Research Department of the Chamber.

The Chamber business activity index of 186.1, based on the 1947-49 average of 100, was 10.1 per cent above the figure of January a year ago.

Bank debits in San Francisco rose 15.7 per cent and electrical energy sales 6.2 per cent. Department store sales dropped 5.2 per cent and freight car loadings slipped 5.3 per cent—the lowest level in San Francisco in many years.

Bank debits rose 14.5 per cent in San Jose, 14.4 per cent in Berkeley, 6.8 per cent in Santa Rosa and fell 9.6 per cent in Oakland. Department store sales rose 5.8 per cent in Oakland and 1.8 per cent in San Jose. Freight car loadings for the Bay Area in general fell 5.1 per cent.

While much attention has been given to the problem of rising unemployment in the state and the San Francisco Bay Area, a point seemingly overlooked is that total employment has increased in January over the same month last year by 12,700 persons in the six-county labor market (the counties of San Francisco, Alameda, Contra Costa, Marin, San Mateo and Solano). However, the percentage of the labor force without employment in January, 6.1 per cent, was at the highest level since April, 1958, but also was the lowest of any of the state's metropolitan areas.

Construction activity in San Francisco, measured by building permits authorized, was at the highest January level in recent years with 954 projects valued at \$11.1 million. Seven major projects were involved: the new French Hospital, 5th avenue and Geary, \$2.7 million; Wells Fargo Bank American Trust Company data processing center, First and Stevenson streets, \$1.8 million; Southern Pacific Company warehouse, Mariposa and Pennsylvania streets, \$256,100; office building alterations, 540 Montgomery street, \$409,000; Villa Roma Hotel, Columbus and North Point, \$408,000; Sarah Dix Hamlin School, Vallejo and Buchanan, \$101,600; and the Americana Motel, Seventh and Minna streets, \$372,800.

In the nine-county San Francisco Bay Area (Alameda, Contra Costa, Marin, San Mateo, Solano, San Francisco, Napa, Santa Clara and Sonoma) permits for construction valued at \$66 million were issued in January, 39.5 per cent above the same month a year ago. Residential permits accounted for \$37 million, up 32.0 per cent above January, 1960, and the number of permits issued, 3,692, was 43.4 per cent above a year ago.

The Pacific Coast Stock Exchange recorded shares traded with a value in excess of \$100 million in January, the second time in its four-year history that it topped that figure, and a gain of 36.8 per cent over the previous January. There were 28.8 per cent more shares traded this January than during the same month last year, the best month in the history of the establishment, according to Warren H. Berl, board chairman.

At the San Francisco Mining Exchange, shares traded rose 22.6 per cent for the month

of January, but their value was 18.7 per cent less than in January, 1960.

Final data for air traffic at San Francisco International Airport showed considerable gains for the year 1960 in airline arrivals and departures, passenger loading and unloading, mail express and freight. Average

daily passenger traffic was 12,700 in 1960—or 1,100 a day more than in 1959, the previous record year.

Revenue tons handled at the Port of San Francisco slipped 10.4 per cent. Tonnage in all San Francisco Bay ports was approximately the same in January as the same month last year.

Business Activity Through January, 1961

I. SAN FRANCISCO ACTIVITIES:

GENERAL BUSINESS ACTIVITY INDEX*

	JANUARY 1961	% from 1960
CONSTRUCTION PERMITS		
Residential Permits	Number 57	-5.0
Total permits issued	Number 354	33.1
Residential permits	Value 2,735,230	65.6
Non-residential	Value 3,955,450	964.3
Additions, alterations, repairs	Value 4,442,204	160.6
Total value of permits	Value 11,132,884	196.6
Dwelling units authorized	Number 198	25.3
Single-family units, new	Number 32	-15.8
Two-family units, new	Number 8	-33.3
Multi-family units, new	Number 158	46.3

REAL ESTATE

Deeds recorded	Number 1,242	2.5
Mortgages and deeds of trust	Number 1,348	18.3
Amount	21,296,994	-7.5

FINANCE

Bank debits	\$ 3,552,246	15.7
Postal receipts	\$ 3,135,234	10.9
Pacific Coast Stock Exchange	shares traded 4,626,462	28.8
San Francisco Mining Exchange	Value 10,698,640	36.8
Market value	Value 1,170,030	22.6
Retail Department Store sales	Index* 138.445	-18.7
Commercial failures	Number 110.5	9
	Index* 9	12.5

TRANSPORTATION

San Francisco Airport Traffic		
Planes in and out	Number 11,834(a)	-5.2
Passengers off and on	Number 359,751(a)	0.1
Air mail by air	Pounds 7,405,849(a)	39.0
Total express loaded, unloaded	Pounds 870,230(a)	17.1
Air freight loaded, unloaded	Pounds 9,137,013(a)	11.5
Express shipments, air	Number 50,820	3.6
Express shipments, rail	Number 15,789	10.0
Freight car movements	Number 9,955	-5.2
Truck movements—San Francisco area	Index* 166.9	5.7

VEHICLE TRAFFIC

Bay Bridge Vehicle Crossings	Number 3,139,445	6.4
Golden Gate Bridge Crossings	Number 1,485,545	8.1

PORT OF SAN FRANCISCO

Total	Revenue tons 431,781	-10.4
Coastwise	Revenue tons 6,556	-22.9
Inland waterway	Revenue tons 158,227	-19.8
Intercoastal	Revenue tons 14,364	25.4
Foreign	Revenue tons 252,634	-0.5

UTILITIES

Gas sales, industrial and commercial	millions of cu. ft. 1,139.53	5.7
Water consumption, industrial and commercial	millions of cu. ft. 165.37	-2.4
Water consumption, residential	millions of cu. ft. 112.36	-9.8
Electric energy sales	Index* 190.2	6.2
	Number 1,821	-14.3

SAN FRANCISCO CONSUMER PRICE INDEX

All items	Index* 133.9(a)	1.6
		132.7(b)

II. BAY AREA ACTIVITIES:

DWELLING UNITS AUTHORIZED

Nine County Bay Area	Number 3,692	43.5
	\$ Value (million) 36,833	32.0

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index* 67.7	5.8
San Jose	Index* 258.5	1.8

EMPLOYMENT (6 counties)

Total	Number 1,132,600	1.1
Agriculture	Number 14,600	-10.4
Construction, contract	Number 67,500	-2.0
Manufacturing	Number 199,200	-3.0
Trans., comm., utilities	Number 105,000	-2.8
Wholesale trade	Number 82,200	1.7
Retail trade	Number 179,300	3.1
Finance, insurance, real estate	Number 74,500	4.3
Services	Number 200,400	2.9
Government, Federal, State, Local	Number 205,900	4.9

UNEMPLOYMENT

% of work force	Number 77.700	29.9
Claims filed	Number 6.4	25.5
	Number 50.0	57.9

INDUSTRY TREND

Manufacturing—average weekly earnings	(dollars) 111.15(a)	3.1
New plants and expansions (13 counties)	\$ Value 198,689,280(b)	-23.1

TRANSPORTATION

Freight car movements in 11 Bay Area Cities	Number 41,245	-5.1
Traffic into northern California	Number 66,449	43.1
Out of state passenger cars	Number 152,849	39.2
Cargo Vessels (San Francisco Bay)		
Arrivals	Number 404	-1.5
Departures	registered 2,034,244	-0.9
	Number 406	-2.6
	registered 2,146,576	1.8

WORLD TRADE (San Francisco Customs District)

Imports	(\$ value) 36,173,367(c)	-22.7
Exports	(\$ value) 56,357,282(c)	8.4
	Carlots 3,169	1.3

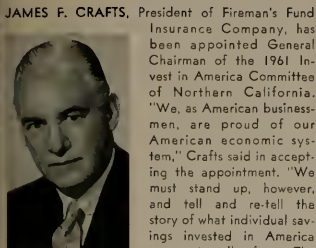
FRUITS AND VEGETABLES

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* Index based on 1947-49 average = 100. (a) December 1960, (b) year 1960, (c) November 1960, (d) 11 months 1960, (e) correction.

Hitting the High Spots

with JIM WARNOCK



James F. Crafts

JAMES F. CRAFTS, President of Fireman's Fund Insurance Company, has been appointed General Chairman of the 1961 Invest in America Committee of Northern California. "We, as American businessmen, are proud of our American economic system," Crafts said in accepting the appointment. "We must stand up, however, and tell and re-tell the story of what individual savings invested in America means to all of us. The Invest in America program emphasizes the importance of all forms of investments—savings, business ownership, real estate, insurance, stocks and bonds." Invest in America Week will be held April 30-May 6. Chairman of the Executive Committee is Kenneth C. Christensen, Vice President and Treasurer, Pacific Gas & Electric Company. . . .

A MILLION DOLLAR advertising and promotion campaign will be launched in California March 13 by Beech-Nut Baby Foods in support of a new twist-off cap on glass jars of baby foods, according to Stanley Pomfret, Vice President in Charge of Sales, and D. K. Shearer, National Advertising Manager. A series of 600-line and 1,000-line ads is scheduled in nine newspapers in San Francisco, Oakland, Vallejo, Stockton, San Jose and Sacramento and more than 500 spot radio announcements will be aired in the Bay Area. . . .

GRACE CATHEDRAL was the scene of the 15th annual massing of the colors in observance of Washington's birthday, with the Sons and Daughters of the American Revolution, the Military Order of the World Wars and the Society of the Cincinnati as co-sponsors. Chairman was General Walter Shoaff of Wells Fargo American Trust Company. . . .

LONDON WEEK, to run concurrently with the International Conference of the English Speaking Union of the United States and British Commonwealths, will be celebrated here and abroad November 12-17, according to Ian M. Hutchison, Manager of the British-American Chamber of Commerce and Trade Center. . . .

GUERNEVILLE CHAMBER of Commerce is sponsoring a "Stumptown Daze" celebration and parade May 12-13 and 14 at Guerneville, according to Fritz Renner, Committee Chairman. Last year nearly 20,000 persons visited the Russian River area for the festivities. . . .

NATIONAL SUNDAY SCHOOL WEEK will be held April 10-16 inclusive, with Pat Boone as chairman of the 17th annual observance, according to Charles R. Sligh, Jr., President of Laymen's National Committee, Inc. . . .

ROBERT A. MAGOWAN, President of Safeway Stores, Inc., a Director of the National Association of Food Chains and a Director of the Bank of California, has been elected to the Board of Directors of Southern Pacific Company. . . .

AMERICAN CAN COMPANY'S San Francisco plant, 3rd and 20th Streets, has been honored by the National Safety Council for having completed one million man-hours of work without a lost-time accident. The plant's 1,300 employees, held by a 75-man plant-wide safety committee, have held disabling injuries at bay since August of last year, according to Plant Manager J. R. Carr. During the million hours of safe operation, covering three shifts a day, the plant has processed 60 million pounds of steel plate into nearly 400 million cans. . . .

New Chamber Members—



W. C. McKelvey

Alden S. Haight

La Vonne Valentine

D. Forrest Greene

Lee De Lauer

New members recently added to the Chamber roster include (left to right): W. Conrad McKelvey, Director, *Western Real Estate Research Corporation*, 58 Sutter Street; Alden S. Haight, General Manager, *Floats, Inc.*, 1620 Armstrong Avenue; La Vonne Valentine, Owner-Operator, *La Vonne Valentine Talent and Modeling Agency*, Penthouse Suite, Jack Tar Office Building, 1255 Post Street; D. Forrest Greene, Partner, *D. F. Greene & Co.*, Investment Securities, 235 Montgomery Street; and Lee De Lauer, Public Relations Manager, *Harrah's*, Reno and Lake Tahoe.



FIRST ADVANCE copy of **HOLIDAY** magazine—its April edition devoted completely to San Francisco—is shown O. R. Doerr, Chamber President, by Harry Springer (left) and Bob Kitchuck of the magazine staff.

SAN FRANCISCO will be singularly honored in the April issue of **HOLIDAY** when the entire magazine



Ted Patrick

will be devoted to the city—a first in American publishing history. Ted Patrick, Editor of the magazine, will be the guest of honor at a St. Patrick's luncheon, noon, Wednesday, March 15, at the Press and Union League Club, 555 Post Street. Also appearing will be a number of authors in the issue, among them Jade Snow Wong, Herb Caen, Lucius Beebe, Niven Busch, Evan Connell, Kenneth Lamott and Vincent McHugh. Tickets, \$3 each, may be purchased at the Chamber or at the door. . . .

IMAGINATION, INC., a San Francisco creative film studio, was cited by the Hollywood Advertising Club and International Broadcasting Association for producing some of the top 10 commercial films in the world during 1960. Films winning top honors were *Noodle Roni* and *Isotex* (produced with McCann-Erickson Advertising) and *On Guard* (Nor-Cal Advertising). President of Imagination, Inc. is Robert Mills. . . .

MACHINERY for the permanent restoration of San Francisco's Palace of Fine Arts has been set in motion with the signing of a city-state agreement covering its restoration, rehabilitation and operation as a city-operated state park, according to Reuben H. Owens, director of Public Works, Architects and engineers). Merchant was one of the original designers of the building on the staff of Bernard R. Maybeck; he will work primarily with exterior design, while the Becket firm will concentrate on interior design. . . .

Waste Disposal Problem Critical

"Constantly shrinking waste disposal areas in San Francisco and current water and air pollution regulations have caused an extremely critical problem with reference to the disposition of combustible organic wastes and building debris," G. L. Fox, Chamber General Manager, warned the Board of Supervisors in a letter dated March 7.

"Present economic hardships resulting from the problem will increase as greater quantities of debris are generated from current redevelopment projects and private building programs," the letter continued.

"With a view to temporary as well as long-range solution to the problem, the San Francisco Chamber respectfully presents the following recommendations for your careful consideration and action:

"That a comprehensive investigation and study be undertaken to determine all necessary facts and economic considerations with a view to the long-range solution of the problem of disposal of all organic or combustible waste materials (other than sewage and garbage wastes) originating in the City and County of San Francisco.

"That until a permanent solution is determined, temporary variances from present air pollution control regulations be sought to permit controlled burning of the above mentioned materials under the supervision of designated authorities, provided that the study and recommended action for a permanent solution be expedited so that the temporary variances requested does not become an excuse for delay rather than a period of reasonable necessity.

"That where on consideration should the above mentioned waste material be used as fill material in the reclamation of San Francisco's limited industrial and commercial lands (other than private lands over which the City and County would have no control in this regard)."

'Co-op' Apartments Spur S.F. Construction

Spurred by a boom in "high-rise" apartment house building, construction in San Francisco appears headed for a record year in 1961, according to the Research Department of the San Francisco Chamber of Commerce.

Authorized building permits, which topped \$100 million in San Francisco's history for the first time in 1959, amounted to \$130 million in 1960, or 18 per cent above the previous record year. Construction in the Bay Area as a whole last year almost reached the 1959 zenith with value of all authorized construction totaling \$853 million.

Of considerable significance in projects currently under way are cooperative apartments, "the living mode of the future." While most of those planned are concentrated in two small areas of San Francisco—some \$51 million worth thus far this year—many others are under way or planned throughout the Bay Area.

In San Francisco, the Western Addition redevelopment area will contain about 1,163 units, valued at \$22.4 million, of cooperative housing with construction scheduled in June. Eichler Homes, Inc., will construct about half that total. Other units include the Lutheran Church apartments, 100 units; the International Longshoremen & Warehousemen's Union-Pacific Maritime Association combine, 322 garden apartments; and Barton-Western Associates, 169 units.

Next largest project, now under way, is



O. R. DOERR, Chamber President (right), and builders Rollin E. Meyer, Jr. (left) and W. H. Young, both of Meyer and Young Building Corporation, discuss plans for the Green Hill Tower, an 18-story cooperative apartment to be constructed at 1070 Green Street, costing about \$3.2 million.

also in a redevelopment area. Eastshore Park in Richmond. There, some 470 cooperative apartments will be built by Barrett Construction Company of San Francisco in six six-story buildings surrounded by garden apartments and costing \$13.7 million. More than

800 dwelling units will be built, including rental units, in Eastshore Park (Co-ops in this project will start at about \$15,000, the lowest price thus far for such units in the Bay Area).

To date most of the San Francisco cooperative housing is planned for the northeast sectors of the city—Nob Hill and Russian Hill. The Comstock, first of the new giant enterprises, rises 16 floors above Nob Hill and will have 125 units costing \$8 million. Fontana West, a twin tower edifice near Aquatic Park, is soon to be started. These 17-story towers will include 264 units and cost \$5.1 million.

Other projects announced for San Francisco (still not completely financed), include Sacramento near Jones, Haas & Haynie, 17 stories, 68 units, \$6 million; Washington and Jones, Stokely Wilson, 25 floors, 125 units, \$7.5 million; Lombard near Hyde, John Bolles, 31 floors; and one at Broadway near Octavia.

If these costs were added to those already certain to be built or now under construction, a total of \$64.5 million worth of construction would be represented by cooperative apartment construction in San Francisco, and another \$23.8 million worth completed or under way around the Bay Area outside of San Francisco.



MAYOR GEORGE CHRISTOPHER, with the aid of a 10-gallon hat, set a western mood for the Chamber of Commerce Livestock Sales Committee meeting recently at the Commercial Club where plans were formed for the spirited auction sale at the Grand National Junior Livestock Exposition at the Cow Palace March 25-29. With the mayor are (left to right) Carl L. Garrison, Committee Co-Chairman; Mrs. Edith Chamberlain Field, Cow Palace Director; and Ed LeVesconte, Committee Co-Chairman.

Calendar

March 10—CANCOCO Luncheon—Circus Room, Fairmont Hotel, 12 noon. Speaker: Carl Zachrisson, Director, Economic Development, State of California.

March 13—TRANSPORTATION COMMITTEE—Room 200, Chamber, 2 p.m.

March 14—TRAFFIC SAFETY & CONTROL SECTION—Room 200, Chamber, 2 p.m.

March 14—SMALL BUSINESS SECTION—Commercial Club, 12 noon.

March 15—SWAWTA LUNCHEON—World Trade Club, 12 noon. Speaker: Kenneth P. Bloomfield, Deputy Director, British Industrial Development Office, New York.

March 15—RMA BOARD OF DIRECTORS—Bohemian Club, 8 a.m.

March 15—Joint Meeting of MASS TRANSIT and STREET, HIGHWAY & BRIDGE SECTIONS, Room 200, Chamber, 10:30 a.m.

March 15—BUSINESS HEADQUARTERS PROMOTION SECTION—Sir Francis Drake Hotel, 12 noon.

March 17—BUILDING CODE SECTION—Commercial Club, 12 noon.

March 21—CONTACT CLUB GARDEN PARTY—John Hancock Building, second floor, 6 p.m.

March 21—CAPITAL IMPROVEMENT & LAND USE SECTION—Room 200, Chamber, 10:30 a.m.

March 22—CONTACT CLUB—John Hancock Building, third floor, 10:30 a.m.

March 24—NORTHERN CALIFORNIA INDUSTRIAL MANAGERS CONFERENCE—Redding, Calif.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGREY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 14311. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 7,500

'Holiday' Issue on S.F. Proves Smash Hit

More than a million potential San Francisco visitors are reading or will read about the city in the April issue of HOLIDAY magazine.

San Franciscans themselves snapped up copies of the magazine as fast as they appeared on the stands last week and the supply locally doesn't come near to meeting the demand. The first day's sale last week was an amazing 35,000 or more.

Hundreds of San Francisco Bay Area restaurants, hotels, retailers, personalities and social luminaries were covered in the beautifully illustrated issue.

HOLIDAY officials stated that they had received "greater cooperation and hospitality in San Francisco—through the Chamber—than any other city in the world in publicizing the magazine and in research assistance to its authors and photographers."

The April issue was written almost exclusively by San Francisco Bay Area authors, numbering eight in all.

The distinguished array of authors includes Lucius Beebe, Eugene Burdick, Niven Busch, Herb Caen, Evan S. Connell, Jr., Kenneth Lamott, Vincent McHugh and Jade Snow Wong.

Fast becoming a real collector's item, the magazine devotes its 220 pages entirely to San Francisco and its "satellite" cities.



Ted Patrick and O. R. Doerr

the presentation was O. R. Doerr, President of the Chamber.

Cited for his profound interest in San Francisco, the magazine's editor, Ted Patrick, was awarded an "Ambassador Extraordinary" card during a St. Patrick's luncheon—timed to honor both Patricks—at the Press and Union League Club last week under the sponsorship of the Chamber and the club. Making

Springtime Symphony

(See SAN FRANCISCANA, page 4)



SAN FRANCISCO SPRINGTIME—Garth the Milliner has designed a series of hats "in the spirit of each of the city's distinctive districts," modeled by Kristina Metcalfe of San Francisco. Reading clockwise (from Miss Metcalfe's left): "Dolores Street," "Seacliff," "Golden Gate Park," "Top-o'-the-Mark," "Union Square," "Tiburon," and "Sausalito." In her hand is "Pacific Heights." The hats were shown during a recent "neighbors night" pointing up the San Francisco Symphony Foundation's membership drive with a goal of \$50,000 (or 5,000 memberships at \$10 each).

Federal Aid to Education Legislation Is Opposed by Chamber Board of Directors

Directors of the Chamber have reaffirmed opposition to the principle of federal aid to education, according to O. R. Doerr, Chamber president. Action of the board followed a study and recommendation of the Tax Section of the Chamber of which E. V. Donovan, Tax Manager of California and Hawaiian Sugar Refining Corp., Ltd., is Chairman.

"The Chamber has consistently and vigorously opposed the principle of federal aid to education," Doerr said, "and is making this reaffirmation in view of the proposed program now before Congress."

Doerr outlined the reasons for Chamber opposition:

- "States and localities are in the best position to determine and meet their responsibilities for public education.
- "Federal aid to education is inevitably accompanied by undesirable federal controls.
- "Federal tax revenue allocated under such a program would not be 'free' money but would consist of funds taken out of the pockets of local taxpayers and reduced in effective amount by government bureaucracy costs.
- "States which have maintained a high tax rate in support of good school programs would be penalized in favor of states which have failed to do so."

Contact Club Rings Up Sales

With eight sales reported this week, a total of 23 new Chamber memberships has been secured in nine weeks of activity by the Contact Club, according to Herbert H. Harmon, Manager of the Membership Department.

Al Enderlin of Crocker-Anglo National Bank, who captains team No. 1, made another sale, his third of the nascent campaign, reports Gene Whitworth, Incentives and Awards Chairman. Others swelling the total to eight sales in a single week—highest in the campaign—were Stew Andrews with three sales, and Ed Ripley, Bill Squires and John Mulrahy, each with one sale.

Chamber Directors Take Stand Against State Legislative Bills on Old Age Security

Opposition to bills in the state legislature which would decrease or eliminate responsibility of relatives under the old age security law has been declared by the board of directors of the Chamber, according to O. R. Doerr, Chamber President. Action of the board resulted after a recommendation of the Chamber Tax section of which E. V. Donovan, Tax Manager of California and Hawaiian Sugar Refining Corporation, Ltd., is Chairman.

"Under the present state old age security law," Donovan explained, "relatives must contribute, in accordance with a sliding scale based on income and number of dependents, to those who qualify for aid."

"Bills in the state legislature such as Assembly Bill 96 and Senate Bill 305 would either appreciably lower or would eliminate responsibility requirements."

"Enactment of the most liberal of these measures could result in a far greater loss of revenue than the state can afford."

"Human considerations and basic social concepts dictate that close relatives of the needy aged should support the needy person to the extent of their ability. Under AB 96, small taxpayers would be obliged to support the needy aged relative of even the wealthiest of individuals."

Practical Politics Chairmen Named

Clarence C. Walker, Regional Vice President of General Electric Company, has been appointed 1961 Chairman of the Chamber Practical Politics Program Committee, according to G. L. Fox, Chamber General Manager. New Vice Chairman is Victor B. Levit, attorney, Long and Levit.

Others on the Practical Politics Program Committee are: William A. Carroll, attorney; George F. Hansen, Vice President-Secretary, Matson Navigation Company; and Willis M. Holtum, First Vice President of the Chamber and Regional Vice President, western division, city mortgage department, Equitable Life Assurance Society of the United States.

'Business Ambassadors' Confer with Mayor

Eight of San Francisco's "Business Ambassadors" have met with Mayor George Christopher to discuss plans for the Fifth Annual Pacific Area Business Development Tour which leaves April 14 under the sponsorship of the San Francisco Area World Trade Association, Chamber affiliate.

The Bay Area trade mission will visit San Francisco's "sister city" of Osaka, Japan, and attend the town affiliation reception given by Mayor Nikai. Tour members will be official representatives of the City and County of San Francisco at Osaka "sister city" festivities.

Members who met with the mayor were Mr. and Mrs. DeWitte Dobson, Curtis Publishing Company; Mr. and Mrs. William H. Ahenson, Associated Construction and Engineering Company; A. J. Ryken, Pacific Far East Line, Inc.; Sam S. Sankowich, Alta Roofing Company; and the two student tour members, Gene G. Kauffman of Lowell High School and Lee D. Sankowich of San Francisco State College.



YOUTH PLAYED ITS PART in "Plant a Tree Week"—sponsored by the Chamber and the Street Tree Planting Division of the Department of Public Works. In the top picture, Tom Vlacin of Lincoln High School (left) and Phil Muscone and Brien Kearney of St. Ignatius "dig in" on a hillside at Chestnut, Larkin and Polk while Jeannie Anderson, president of the S.F. Youth Association, looks on. In the bottom picture, Ted Thayer, social and public relations director of Columbia Park Boys' Club, directs the planting of a tree at 17th and Guerrero on club grounds. Jim McEnaney, 10, is at the right and Alan Leo, 13, to the left.

Industrial Managers Hold 2-Day Conference

Some 22 industrial managers of northern California are holding a two-day conference at Redding (Shasta County) today and tomorrow, according to Harold T. Wood, Secretary of the Northern California Industrial Managers Conference.

The San Francisco Chamber is represented by Lewis M. Holland, Manager, and Wood, Assistant Manager, of the Chamber Industrial Department.

San Francisco Quotes—

"Arriving in San Francisco and settling down is like jumping the last fence and finding the greenest grass."

—THOMAS F. GORDON, a newcomer

(Quoted in Herb Caen's column, S. F. CHRONICLE)

World Trade Week Slated May 21-27

World Trade Week will be held the week of May 21-27, according to E. R. Knauf, President of the San Francisco Area World Trade Association, Chamber affiliate.

Daniel Polak, Vice President of Polak Winters and Company, has been named General Chairman of World Trade Week. Deputy Chairman is Royce Greatwood, President of California Greatwood, Inc. William C. French, foreign department, Bank of California, is Treasurer. Mayor George Christopher heads an advisory committee.

Special committees have been appointed to organize the many special events scheduled during World Trade Week. John L. Stewart of Fireman's Fund Insurance Company and A. M. Canonica of Arthur J. Fritz and Company are Co-Chairmen of the Harbor Activities Committee. Axel Mikkelsen is Chairman of Pan American World Airways is Chairman of aviation and air cargo activities.

The Education Committee, under the guidance of Dr. Thomas R. Wilson of the San Francisco State College School of World Business, has Ted Kiesewetter, President of San Francisco State College's Student World Trade Association, as its Chairman.

A luncheon in honor of the official representatives of other nations in San Francisco will be held May 24 under the co-sponsorship of the Chamber and the World Trade Association. Hampton Elmore of Hills Brothers Coffee and Anona Pickard of American President Lines are in charge of the program.

A poster contest, with the theme "World Trade Is Everybody's Business," will be held in the public high schools of San Francisco under the auspices of the Junior Chamber World Trade Committee. Chairmen are Allen Jamieson of Blum's Direct Advertising and Jerry Jones of Rand McNally and Company.

An international ball, with foreign students residing in the San Francisco Bay Area as guests of honor, will be held Saturday, May 27. Peter Knepfel of Judson, Sheldon International is Chairman of the International Ball Committee.

James F. Langton, public relations officer, Bank of America N.T. & S.A., is General Publicity Chairman. Howard R. Stephenson, World Trade Department of the Chamber, is coordinator of Golden Gate World Trade Week. Publicity coordinators are James D. Warnock and Joseph I. Haughey of the Chamber Publicity Department.

Hitting the High Spots

with JIM WARNOCK

SIDNEY H. KEIL, Manager of the Chamber Domestic Trade Department, has been selected for promotion to the grade of Captain in the U. S. Naval Reserve. Currently Commanding Officer of a rate training division on Treasure Island, Commander Keil has been active in Naval service and reserve training since his enlistment as an apprentice seaman in 1940. During World War II, Keil served for 4½ years overseas, most of the time as a line officer aboard combatant vessels in the Western Pacific. He participated in major landings at Guadal-

canal, Leyte Gulf, Lingayen Bay and Okinawa, completing active duty in 1945. . . .

ATTORNEY VICTOR B. LEVIT has been elected Chairman of the San Francisco Municipal Conference—the youngest chairman in the 23-year history of the organization. Levit is past president of the San Francisco Junior Chamber of Commerce (1958) and a former director of the Chamber (1959). He currently serves as General Legal Counsel and is a member of the Executive Committee of the United States Junior Chamber, a director of the National Conference of Christians and Jews and of the Red Shield Youth Committee of the Salvation Army. . . .

AN EXHIBITION of "the world's most luxurious fabrics"—"Silks for Fashions, 1961"—was held March 2 through March 8 by the Japan Silk Association in the Peacock Court of the Mark Hopkins Hotel. The exhibition included Japan's newest luxury silks for the American market, a collection of gowns created by Japan's foremost stylists and modeled by members of the de Young Museum Auxiliary.

A SERIES OF MEETINGS with the theme "Pan Americanism—Where Is The Common Ground?" has been scheduled this year by the Pan American Society, San Francisco Chapter, at the World Trade Club. The meetings, open to the public, will be held April 13, May 16, September 15, October 12 and December 15. At each meeting authorities in the field of education or business will discuss problems distinctly relating to Latin America. . . .

SIXTY-ONE COUNTRIES have been invited by Mayor George Christopher to participate in the Fifth Annual San Francisco International Film Festival to be held here November 1-14, according to Festival Director Irving Levin. In past years 36 countries have participated in the event, the only American festival recognized by the International Federation of Film Producers' Associations in Geneva. . . .

ELEVEN TOP business executives from Japan—comprising a business and management association study team—met with officials of the Chamber this week. The team will spend five weeks in the United States studying the organizational structure, functions and activities of business and management associations in this country. G. L. Fox, Chamber General Manager, and members of the Chamber World Trade Department met with members of the group. . . .

AT THE AIRPORT a new service has been added by Contacts Unlimited—a company which will represent the private individual, travel agents, business firms and convention coordinators. Purpose: to provide (for a nominal fee or monthly retainer) a personal representative to meet a passenger or group of passengers, assist with customs clearance, baggage claims and transportation. . . .

New Chamber Members—



Gordon H. Edwards Gene Tepper R. R. Nordson Joseph E. Gandy J. Milo Anderson

New members recently added to the Chamber roster include the above (left to right), each one representing key segments of the economy of the San Francisco Bay Area—

Gordon H. Edwards, President, *Gordon H. Edwards Company* (insurance), 345 Sansome Street; Gene Tepper, Vice President, in charge, *Gene Tepper Division, Michael Saphier Associates, Inc., Industrial Designers*; R. R. Nordson, President, *Columbia Elevator Co., Inc.*, 1986 Folsom Street; Joseph E. Gandy, President, *Century 21 Exposition, Inc.*, Seattle; and J. Milo Anderson, Executive Vice President, *Presbyterian Medical Center*, Clay and Webster Streets.

"HOT STOVE LEAGUE" baseball fans—now busy appraising the Giants' baseball strength—can switch from talking to doing regarding the 1961 season opener April 11 against the World Champion Pittsburgh Pirates. Greyhound Lines has secured a large block of reserved seats at Candlestick Park for the benefit of northern California fans. The "turnstiles" are now open for members of clubs, lodges, civic and other groups to combine direct-to-the-park charter buses to any Giants game in San Francisco, including assured reserved seats at regular prices. "Last year more than 50,000 fans took advantage of Greyhound's group reservation plan," reports C. D. Kirkpatrick, vice president, sales and traffic, for Greyhound's western division. Arrangements can be made locally at any Greyhound office or depot. . . .

RADIO STATION KCBS is the winner of the TV-Radio Mirror Magazine award for "best over-all programming" on radio in the western states. The April issue of the magazine contains a two-page spread on KCBS and its program of "balance and variety. . . ."

THE CURRENT FISCAL YEAR will be "the best repair work year since 1951" in volume of Navy awards to bay region shipyards and supply firms with an expected dollar value almost 60 per cent above last year's \$8,864,000 level, according to Capt. Charles A. Curtze, commander of the S.F. Naval Shipyard. "But such optimism must be offset by the decline in new construction of naval craft and cutbacks in awards for subsidiary services." . . .

UNIVERSITY OF SAN FRANCISCO's Management-Development Center will hold a 12 weeks' "executive seminar" on ocean transportation beginning Wednesday (March 29), from 4 to 6 p.m., at the Pacific Maritime Education Building, 16 California Street, under the direction of Louis B. Pate, a maritime consultant. The program is limited to 25 persons. Further information may be obtained by writing or calling the USF Management-Development Center, USF (Skyline 2-1000). . . .

KCBS' RADIO EDITORIALS, "Before It's Too Late," have won the National Headliners' Club Award "for consistently outstanding radio editorials." The awards are presented each year for "exceptional journalistic achievement." During 1960, KCBS broadcast 31 editorials on topics vital to the community. . . .

MORE THAN 143 million gallons of wine were produced in California last year with wine shipments—a new all-time high—to all markets totaling more than 129 million gallons, according to figures of the Wine Institute, prepared for the Wine Advisory Board. . . .

FEWER working days were lost last year because of strikes in California than in any year since World War II, John F. Henning, Director of the State's Department of Industrial Relations, reports. Last year's strikes caused an estimated 860,000 man-days of idleness. Between 1944 and 1955 annual strike idleness had ranged from a high or more than six million in 1946 to a low of a little over one million man-days in 1958. . . .

LISTING OF THE STOCK of Comptometer Corporation on the Pacific Coast Stock Exchange, coincidental with the Exchange's test installation of Comptometer's Electrowriters for transmission of written messages between divisions, has been announced by Warren H. Berl, Chairman of the Exchange's board of governors. The Electrowriter is a product of the communications and electronics division of Comptometer and has recently been introduced to transmit written messages over long distances. The Pacific Coast Stock Exchange is the first organization on the West Coast to install this equipment for long distance use. . . .

TEAMS OF VOLUNTEERS are descending on the San Francisco Bay Area from Santa Rosa to San Jose to solicit merchandise for KQED's 7th Annual Television Auction slated for the first week in June on Channel 9. This year's Chairman is W. P. Fuller Brawner, Chairman of the Board of Directors of the S.F. Area Educational Television Association and 1948 Chamber President. . . .

PLANS ARE BEING MADE to celebrate London Week November 12-17, 1962, locally to run concurrently with the International Conference of English Speaking Union of the United States and the British Commonwealth, according to Ian M. Hutchison, Manager of the British-American Chamber of Commerce and Trade Center. . . .

NATIONAL AUTOMOBILE CLUB—largest independent auto club in the world—now located at 216 Pine Street, will move into a three-story fireproof building at 65 Battery Street (owned by Shell Oil Company), on or about June 1, according to Bert Stewart, NAC general manager. "We are now serving well over a third of a million California motorist members," Stewart reported. "The convenient Battery



Street address will provide quick and efficient service to insurance companies, producers and members in the downtown business area." . . .



STRAY CAT RETURNS—The Black Cat presented to G. L. Fox, Chamber General Manager, at the old Press Club having strayed, Joe Rosenthal, PULC President and CHRONICLE photographer, and Bob Alderman, Gang Dinner Chairman, recently presented a replacement.

'Salute to Rural Youth' Luncheon at Fairmont

The Agricultural Committee's "most inspirational program of the year," its annual Salute to Rural Youth Luncheon, will be held Tuesday noon (March 28) in the Nob Hill Room of the Fairmont Hotel, according to Jack T. Pickett, committee Chairman.

Youthful officials of the California chapter, Future Farmers of America, and selected Diamond Star winners of the State 4-H Clubs will be guests of honor.

Representatives of companies sponsoring the winners of the Junior Grand National Livestock Exposition Merit Award Program also will be present with their 1960 winners.

Student body presidents and vice presidents of San Francisco high schools also have been invited to attend.

The program will be held coincidentally with the Junior Grand National at the Cow Palace, March 25-29.

Calendar

March 27—MULTI-LATERAL TRADE PROMOTION COMMITTEE, World Trade Club, noon.

March 28—AGRICULTURAL COMMITTEE, meeting, Room 200, 2 p.m.

March 29—JUNIOR GRAND NATIONAL LIVESTOCK SALES 15TH ANNUAL LUNCHEON, Cow Palace Round-Up Room, noon.

April 3—ARMED FORCES SECTION, meeting, Marine Memorial Club, 8 p.m.

April 3—CALIFORNIA CONVENTION FOR INTERNATIONAL TRADE, World Trade Club, noon.

April 5—BUSINESS HEADQUARTERS PROMOTION SECTION, Luncheon, St. Francis Drake Hotel, noon.

April 5—CONTACT CLUB, John Hancock Building, 255 California Street third floor 10:45 a.m.

April 5—SAN FRANCISCO AREA WORLD TRADE ASSOCIATION, luncheon, World Trade Club, noon.

April 6—INTER-CITY SECTION, Luncheon, Commercial Club, noon.

San Franciscana The City's Symphony

Music in San Francisco has come a long way since a woman violinist in the Gold Rush days "taxed strength and muscle by alternating musical offerings with gymnastic skills" in the city's El Dorado gambling saloon on the Barbary Coast.

The first concert performed in San Francisco, in 1850, was described as "an exquisite execution of the classics on a trombone by Signor Lobero." A Hungarian violinist, Miska Hauser, led the city's first chamber music group, described by him as "a mental quadrilogue of equally attuned souls." (The viola player later succumbed to an attack of indigestion.)

The development of San Francisco symphony orchestration was given its first real impulse by Rudolph Herold, a pianist and conductor who led an orchestra of 60 pieces in the first of his concerts in 1865. Herold was followed by such distinguished conductors of the times as Louis Homeier, Gustav Hinrichs and Fritz Scheel, the latter, highly esteemed by Brahms, Tchaikovsky, and Von Bulow, founded the Philadelphia Symphony Orchestra.

The present San Francisco Symphony Orchestra—which will be a half-century old December 8, 1961—is the first and only one in the nation to be assisted regularly with public funds. Since its debut in 1911, it has enjoyed more than local respect under the baton of Henry Hadley, Alfred Hertz, Basil Cameron, Issay Dobrowen, Pierre Montoux and Enrique Jorda. The first major orchestra to allow women to perform, the San Francisco Symphony Orchestra also has fostered such prodigies as Yehudi Menuhin, Ruth Slenczynski, Ruggiero Ricci, Patricia Benken and Grisha Goluboff.

In the '50's and 60's such singers as Eliza Biscianti, Catherine Hayes and Madam Anna Bishop gave San Francisco its first reputation as an opera loving community. The famed Tivoli Opera House, beginning in 1879, had operatic performances every day in the year without a break for 26 straight years, a record in the history of the American theatre. The great Luisa Tetrazzini was discovered by the colorful manager of the Tivoli, William H. (Doc) Leahy.

The San Francisco Symphony, comprised of 100 top-ranked musicians who also form the nucleus for the San Francisco Opera and San Francisco Ballet, is kept in existence despite an annual deficit caused by operating expenses. The efforts of the San Francisco Association and the San Francisco Symphony Foundation are devoted to keeping the Symphony extant.

This year the Symphony Foundation, a non-profit organization, seeks to raise about \$50,000 through selling \$10 memberships to 5,000 persons throughout the Bay Area.

"Benefits of membership in the Foundation include the pleasure of helping to fulfill the Foundation's aims, attendance at an orchestral rehearsal, a special symphony concert and a gala reception honoring the conductor and men and women of the orchestra," according to Clark W. Maser, campaign chairman.

(A regular feature . . . ask your Chamber for reprints, EXbrook 2-4511)



Enrique Jorda

Factory List Published

A list of new factories and expansions in San Francisco, the Bay Region and northern California, has been published by the Industrial Department of the Chamber, according to Lewis M. Holland, Department Manager.

Doerr on Awards Jury

O. R. Doerr, President of the Chamber, has been named to the California Museum of Science and Industry awards jury to select the 1961 California industrialist of the year, according to G. L. Fox, General Manager.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, General Manager

M. A. HOGAN, Secretaries

JAMES D. WARBONCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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SAN FRANCISCO CHAMBER OF COMMERCE

BUSINESS

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"THE RIGHT STEER"—Ivan Branson (left), President of Morning Glory Caterers and an active member of the Chamber Inter-City Section, looks over a steer raised by Billy Walton of Shasta Union High School, exhibited in the Junior Grand National Committee annually played a vital part in the successful fat stock sales of both the Jr. Grand National and the Grand National.

Membership Department Adds New Sales Representative

Paul R. Jones, a veteran in the fields of circulation, promotion and employee relations, has been appointed special sales representative of the Chamber Membership Department, according to G. L. Fox, General Manager.

Jones was employed successively by the *San Francisco Chronicle* and the *San Francisco Examiner* after World War I in the fields of circulation and employee relations and later served with the *Chicago American*.

After serving as promotion manager of the *Washington Post*, he joined the McNaught Syndicate, selling comic strips, cartoons and feature material for a period of five years. He then established his own syndicate which he operated until he joined the *Chicago Sun* under Marshall Field as sales manager. He left the *Sun* to return to San Francisco.

Board Backs Yacht Harbor Development

Directors of the Chamber have voted approval and support of the projected development of the San Francisco Marina Yacht Harbor, according to O. R. Doerr, Chamber President.

"Expansion of facilities at Marina Yacht Harbor has been a subject of studies by the Capital Improvement and Land Use section of the Chamber for many years," Doerr pointed out.

The plan, prepared by the engineering firm of Hutchison and Hayes, provides berths for a total of 669 boats. Modern berths of wood and polystyrene construction, serviced with water and electricity, will be provided for all who now rent berths in the Marina, residents and non-residents alike; all those on the applicant list, and residents without berths now in substandard berths in the city or in berths outside of the city.

"Surveys show that there is a great need for expansion of present facilities," Doerr continued. "There are an estimated 5,000 boat owners in the city who keep boats in garages and in many other sections of the bay area.

"It requires \$316,000 to bring the harbor up to required standards and as a prerequisite to obtaining a \$1.5 million state loan. If \$250,000 is put into the 1961-62 Recreation and Park budget for this purpose, the work can be started and then the state loan will be forthcoming."

Action of the board followed the recommendation of the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is Chairman, and the Capital Improvement and Land Use Section, of which F. Marion Donahoe, President of Citizen's Federal Savings and Loan Association, is Chairman.



THIS POWERED YARD CART, part of U. S. Steel's recent "Study in Steel" design presentation, may make the old-fashioned wheelbarrow a museum piece. Propelled by a small gasoline engine, its double wheels and roller (in the back) eliminate the need for muscle power by the operator. The stainless steel hopper tilts forward for unloading. In winter, tilting the hopper forward makes it a scoop for removing ice and snow from driveways.



SALUTE TO RURAL YOUTH—Youngsters of the Future Farmers of America, San Francisco chapter, and the 4-H Clubs of the state were hosted last week by the Agricultural Committee of the Chamber at a luncheon in the Nob Hill Room of the Fairmont Hotel in conjunction with the Junior Grand National Livestock Exposition at the Cow Palace. Left to right are Lynn Anne Carlton of Woodside, 4-H Queen; Betty Lynn MacKinnon of South San Francisco, Host Counties' Queen; and Robyn Howard of Menlo Park, Horse Show Queen.

Drayage Tariff Is Opposed by Board

Establishment of a single minimum rate drayage tariff for the San Francisco Bay Area has been opposed by the Board of Directors of the Chamber, according to O. R. Doerr, Chamber President.

Action of the Chamber directors followed the recommendation of the Chamber Transportation Committee, of which Gerald H. Trautman of McCutchen, Doyle, Brown & Enersen, is Chairman.

The first public hearing on this proposal (California Public Utilities Commission Case No. 5441) was held Wednesday to determine whether or not there is a public need for such a separate area-wide tariff.

The proposal would establish a single minimum rate tariff for the San Francisco Bay Drayage Area, comprised of 14 counties.

"Shipper members of the Chamber committee believe that, to the best of their knowledge, there is no shipper need or request for such a consolidated area and single tariff," Doerr said.

Federal Subsidies Hit

Chamber directors have reaffirmed opposition to the use of federal subsidies to encourage industrial development in "distressed areas," such as proposed in the \$300 million Area Redevelopment Act.

Action of the board followed the recommendations of the Chamber Industrial Advisory Committee, of which Frank P. Gomez, industrial realtor, is Chairman, and the Chamber Chemical Industries Section, of which Christian J. Matthew, Manager of the western division of Arthur D. Little, Inc., is Chairman.

February Business Activity Up Over Same Month in '60

Although San Francisco business activity slipped 9.2 per cent from January to February of this year it rose 2.7 per cent in February compared to the same month last year, according to the Research Department of the Chamber.

The Chamber business index figure of 169.0 in February showed declines from January in each of its four components but bank debits and electric energy sales showed gains of 4.1 per cent and 4.7 per cent, respectively, over February of 1960. Freight car-loadings and department store sales in San Francisco showed drops of 13.1 per cent and 2.5 per cent under the same period last year.

Activity on the Pacific Coast Stock Exchange topped the preceding month for the fifth straight month. Shares traded exceeded the five million mark for the first time in two years. Value of shares traded surpassed the record set in January with a total of \$11.4 million worth of securities traded.

Although construction permits authorized rose 25.5 per cent this February over February of last year, they dropped 40.8 per cent in value for the comparative months. Major projects authorized included the Jefferson elementary school at 19th Avenue and Irving Street, \$707,750; the Apostleship of the Sea, Harrison and Fremont Streets, \$700,000, and a \$602,000 warehouse for Southern Pacific Company at 6th and Channel Streets.

Value of all construction permits issued in the San Francisco Bay Area for February amounted to \$66.4 million or 10.9 per cent above a year ago. Residential construction, however, fell off 20.8 per cent from February of last year and 14.5 per cent from January to February of this year. Santa Clara County accounted for 31.6 per cent of the total value of construction permits issued, nearly \$21 million worth in February.

There were actually 10,900 more people employed throughout the San Francisco-Oakland Metropolitan Area in February of this year than in February of 1960, although 4,300 fewer were employed in February of this year than in January of this year.

Unemployment rose 28.4 per cent in February above the same month a year ago with a total of 86,300 jobless persons, 11.1 per cent above January.

Business failures in San Francisco totaled 22 in January and February compared to 16 last year for the similar period. One of these failures involved some \$800,000 in outstanding liabilities—largest in many months here. In the first two months of this year 751 bankruptcy petitions were filed in Federal District Court for the Bay Area—10 per cent more than a year ago.

Since September of last year, scheduled airline arrivals and departures from San Francisco International Airport have been less than the corresponding period a year ago, caused in part by service interruptions over labor disputes. Increases in passenger traffic for December and January, which usually show a gain of more than 10 per cent, were very slight. Mail, express and air freight, however, all showed big gains for January of 1961.

Although truck movements declined in February, total vehicular traffic increased, as usual, over both bay bridges. Golden Gate Bridge traffic rose 6.9 per cent, San Francisco-Oakland Bay Bridge crossings were up 2.3 per cent over February of last year.

Port of San Francisco tonnage handled here

was down to the lowest monthly total since November, 1959, with a drop of 13.8 per cent in February from the same month last year. Ship traffic in all Bay Area ports, however, was slightly higher with 14 more arrivals and 10 less departures this February over last although tonnage recorded fell off.

Business Activity Through February, 1961

I. SAN FRANCISCO ACTIVITIES:

GENERAL BUSINESS ACTIVITY INDEX*

		FEBRUARY 1961	% from 1960	2 MOS. 1961	% from 1960
GENERAL BUSINESS ACTIVITY INDEX*		169.0	2.7	177.6	6.5
CONSTRUCTION PERMITS					
Residential Permits	Number	68	-21.8	125	-15.0
Total permits issued	Number	1062	25.5	2,016	29.0
Residential permits, value	Value	1,715,492	-81.9	4,449,229	-60.0
Non-residential	Value	3,032,150	69.1	6,787,600	62.1
Additions, alterations, repairs	Value	2,227,895	23.2	6,870,097	89.9
Total value of permits	Value	6,975,537	-40.8	18,107,926	-58.1
Dwelling units authorized	Number	176	-69.0	374	-48.5
Single-family units, new	Number	50	-7.0	82	-7.9
Two-family units, new	Number	2	-59.9	10	-70.6
Multi-family units, new	Number	124	-75.0	282	-53.2

REAL ESTATE

Deeds recorded	Number	1,256	-7.7	2,498	-2.9
Mortgages and deeds of trust	Number	1,415	9.4	2,783	13.6
	Amount	20,555,545	17.6	41,852,489	3.4

FINANCE

Bank deposits	\$	4,704,820	4.1	10,057,056	10.0
Postal receipts	\$	2,622,005	-2.9	5,767,239	3.9
Pacific Coast Stock Exchange	shares traded	5,250,120	72.7	9,876,582	48.9
Market value	\$	111,423,543	50.0	213,131,183	43.4
San Francisco Mining Exchange	shares traded	1,094,326	128.9	2,172,128	58.3
Market value	\$	113,323	93.0	251,768	10.0
Retail Department Store sales	Index*	106.9	-2.5	108.7	-3.9
Commercial failures	Number	13	62.5	22	37.5

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	12,077(a)	-2.5		
Passengers off and on	Number	334,869(a)	0.9		
Total mail by air	Pounds	4,573,218(e)	22.4		
Air express loaded, unloaded	Number	731,492	9.3		
Air freight loaded, unloaded	Pounds	8,106,959(a)	9.4		
Express shipments, air	Number	13,910	-9.2	29,699	0.1
Freight shipments, rail	Number	48,946	-9.3	98,746	-3.2
Freight car movements	Number	9,439	-13.1	18,954	-9.3
Truck movements—San Francisco area	Index*	148.8	-1.9	160.9	2.0

VEHICLE TRAFFIC

Bay Bridge Vehicle Crossings	Number	2,977,876	2.3	6,117,471	4.3
Golden Gate Bridge Crossings	Number	1,479,083	6.9	2,765,428	7.5

PORT OF SAN FRANCISCO

Total	Revenue tons	367,573	-13.8	799,354	-12.0
Intercoastal	Revenue tons	15,124	64.0	21,680	22.3
Inland waterway	Revenue tons	129,717	-12.7	16,287	-16.8
Foreign	Revenue tons	12,352	-47.1	26,716	-41.4
	Revenue tons	210,380	-14.2	463,014	-7.2

UTILITIES

Gas sales, industrial and commercial	millions of cu. ft.	1,674.28	0.1	3,447.04	2.7
Water consumption, industrial and commercial	millions of cu. ft.	154.89	3.8	329.79	3.8
Water consumption, residential	millions of cu. ft.	112.19	-5.8	244.38	-5.8
Electric energy sales	Index*	81.5	4.7	185.9	5.5

VISITOR AND NEWCOMER INQUIRIES

San Francisco Consumer Price Index	Index*	133.9(b)	1.6	132.7(c)	1.8
All items					

II. BAY AREA ACTIVITIES:

DWELLING UNITS AUTHORIZED

Nine County Bay Area	Number	3,008	-19.7	6,700	6.1
	\$ Value (millions)	31.48	-20.8	68.31	1.0

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index*	66.6	6.1	66.7	5.2
San Jose	Index*	257.2	4.9	259.3	3.5

EMPLOYMENT (6 counties)

Total	Number	1,125,200(p)	1.0	1,127,350	0.9
Agriculture	Number	13,900(p)	-9.2	14,250	-9.8
Construction, contract	Number	66,653	-1.8	84,450	-2.1
Manufacturing	Number	198,000(p)	-3.5	198,800	-3.2
Trade, comm., utilities	Number	105,400(p)	-1.2	105,250	-2.0
Wholesale trade	Number	112,191	1.7	112,150	1.7
Retail trade	Number	174,200(p)	1.2	175,300	1.3
Finance, insurance, real estate	Number	74,900(p)	4.2	74,800	4.4
Services	Number	200,800(p)	3.3	200,600	3.1
Government, Federal, State, Local	Number	206,300(p)	4.7	205,750	4.6

UNEMPLOYMENT

Out of work force	Number	86,300	28.4	82,000	37.2
Claims filed	Number	7.1	24.6	6.7	31.4

INDUSTRY TREND

Manufacturing—average weekly earnings	(dollars)	109.2(a)	2.1		
Construction	Index*	141.0(a)	17.9		

TRANSPORTATION

Freight car movements in 11 Bay Area Cities	Number	38,958	-14.3	80,203	-9.8
Traffic into northern California					
Out of state passenger cars	Number	56,117	17.7	122,561	30.3
Out of state passengers	Number	130,075	15.4	282,924	27.1
Cargo Vessels (San Francisco Bay)					
Arrivals	Number	369	-2.6	773	-2.0
Departures	registered tons	1,851,148	-8.8	3,895,392	-4.8
	Number	375	3.9	781	0.4
	registered tons	1,883,449	-3.6	4,030,025	-0.8

WORLD TRADE (San Francisco Customs District)

Imports	(\$ value)	42,318,462	-14.3	520,742	-1.0
Exports	(\$ value)	79,263,473	-11.4	721,477	-3.1
Fruits and vegetables	Ceritos	2,805	-7.0	9,914	-2.8

LIVESTOCK SLAUGHTER

	thousands of heads	93(a)	-11.4		
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*Index based on 1947-49 average = 100. (a) January, (b) December 1960, (c) Year 1960, (p) Preliminary.

Hitting the High Spots

with JIM WARNOCK

"MISS HIGH TENSION" (model Ann Henderson) for northern California's first Electrical Industry Show and Conference (which began yesterday and ends Sunday) is being paged by the Stromberg-Carlson Page-master attached to her waist. The S-C device is one of more than a million dollars worth of equipment being displayed at Brooks Hall. The four-day affair began with a kickoff luncheon Thursday in the Gold Room of the Sheraton - Palace Hotel, where delegates gathered to hear O. R. Doerr, President of the Chamber, outline prospects for "The Soaring Sixties." More than 30,000 invitations to the show were issued to top executives, engineers, contractors and suppliers for northern California's mushrooming electrical markets.



MAIDEN LANE FESTIVAL, which began yesterday and ends Saturday, received a bouquet of roses from the Tournament of Roses Association, Pasadena, accompanied by a trophy for San Francisco's participation in the 1961 Rose Parade. Superior Judge H. Burton Noble, President of the Tournament of Roses, brought the flowers and a gold-encased photograph of the S.F. float on a Trans World Airways flight Wednesday. In addition, Madrid sent red carnations, Louisville (home of the Kentucky Derby) a blanket of roses, and the British West Indies island of Barbados sent an abundance of bougainvilleas....

SAN FRANCISCO high school ROTC students will hold their 15th annual spring drill competition Thursday night, April 27 in the Civic Auditorium. The week of April 23-29 will be proclaimed as "ROTC 91st Division Week" by Mayor George Christopher, a former ROTC student himself....

SANTA FE's net income for February was \$1,320,186, according to the company's president, E. S. Marsh. Net income for the first two months of this year was \$3,502,679....

"**WHY AMERICAN** Importers and Exporters Must Have A Merchant Marine" is the subject of this year's Harold Harding Memorial Essay Contest for high school students, sponsored by the Propeller Club of the United States and, in the northern California area, by the group's local "Port of San Francisco." Winners will be announced at the National Maritime Day Luncheon May 22 at the Commercial Club....

ARMED WITH 225 albums of "San Francisco, My Enchanted City," KGO-TV sales manager Russ Coughlan is on a goodwill mission to the East to "win the hearts of advertising agencies for San Francisco and KGO." This mark, the first time that a television station has used these long-playing albums as sales aids. The albums were secured by KGO-TV in a special arrangement with the Chamber Publicity Department....

STEACY'S Round House Restaurant on the Golden Gate Bridge has been awarded the "Golden Cup Award" by the Coffee Brewing Institute of New York for "having produced a fine coffee in accordance with the highest brewing standards." The restaurant is operated by Ila and Ben Steacy....

NEWSWEEK MAGAZINE has devoted 870 items to San Francisco and the Bay Area since the local bureau was established 42 months ago, according to a survey of national coverage of the city just completed by the Chamber Publicity Department. National interest in San Francisco has sharply increased during the last five years, the survey showed. In addition to stories in hundreds of dailies, weeklies, house organs and trade journals, major coverage has appeared in the April HOLIDAY, the Ed Sullivan program, NBC MONITOR, READER'S DIGEST, LIFE, REDBOOK, BETTER HOMES AND GARDENS, HARPER'S, BUSINESS WEEK, SUNSET ARCHITECT AND ENGINEER, and DINER'S CLUB MAGAZINE, as well as numerous British, French, Italian and Japanese publications. The Chamber has been the source of data and photographs or has assisted in research in most of the articles....

BEMIS BRO. BAG Company has been designated sole licensee in the United States and Canada for the manufacturing and distribution of two unique new products for the meat industry—Ramitex shrouds for beef and porosity-controlled plastic-coated cotton wrappers for veal and lamb, according to Judson Bemis, President....

TOP 10 per cent of 3,700 Future Farmers of America studying vocation agriculture at 73 northern California high schools are receiving the annual Wells Fargo Trust Awards at a series of banquets sponsored by the bank this month. The banquets climax the 1961 FFA Farm Program Competition, sponsored by the bank for nine straight years in cooperation with the State Bureau of Agricultural Education, the Future Farmer organization and high schools....

THE EIGHTH ANNUAL national civil defense and defense mobilization exercise—Operation Alert 1961—will be held April 26-30, according to Admiral A. G. Cook, USN, (Ret), San Francisco CD Director....

CHAMBER MEMBER Archibald Taylor, one of the nation's foremost interior designers, has been retained by Transan Properties as consultant for purchasers of co-operative apartments in the \$4 million Transan project on Russian Hill at 1080 Chestnut Street, according to John F. Parson, Transan Vice President. Taylor is Past President of the American Institute of Decorators, San Francisco chapter, and A.I.D. national board member....

IN ORDER to assist and coordinate the efforts of the Bay Area counties in developing federal flood control projects, Stanley E. McCaffrey, President of the Bay Area Council, has announced the formation of the Bay Area Flood Control Committee....

G. L. FOX, Chamber General Manager, has received the San Francisco Council of District Merchants Associations 1961 award "in appreciation of his outstanding cooperation with the neighborhood merchants." The presentation was made by Ruth Church Gupta, First Vice President of the Council, at a meeting held in Upton's Restaurant in the Marina at which Fox was honored guest....

THE SUMITOMO BANK of California officially opened its new headquarters recently at 365 California Street near Sansome Street with Mayor George Christopher cutting the ribbon. Present were Makoto Sasaki, Director and President of the Bank; Susumu Togasaki, Director; Hideo Niwa, Managing Director of The Sumitomo Bank, Ltd. of Osaka; Henry Robinson, Director; William J. Murphy, State Banking Department; Louis Sutter, Director; Masao Yagi, Consul General of Japan; and a host of other dignitaries....

NATIONAL ACCLAIM recently was accorded the San Francisco Bar Association for its quarterly publication, THE BRIEF CASE, edited by Attorney Sol Silverman. Whitney N. Seymour, prominent New York attorney and President of the American Bar Association, lauded the magazine as "unique among legal publications of this country" and praised it as "a badge, a mark of distinction of the S. F. Bar Association" when he presented Silverman a "distinguished service" citation....



DEDICATED to the late Mr. and Mrs. Henry S. Budde and the late Mrs. Maude Chegwidden, long-time garden columnist of the S. F. PROGRESS, two laurel figs have been planted in front of the neighborhood newspaper. At left is Mrs. Hans Klussmann, General Chairman of the Planting Section of San Francisco Beautiful (affiliate of the Chamber). At right is Henry J. Budde, Publisher; (Henry S. Budde was a member of the old San Francisco Park Commission for many years). Plant a Tree Week, the most successful planting program held to date, resulted in a total of more than 1,000 trees for the week.

A NEW HONOR for northern and central California—recognition of the nation's best residential sales program for electric lighting, wiring, heating and appliances during 1960—recently was presented to Pacific Gas and Electric Company by Edison Electric Institute. O. R. Doerr, Pacific Gas and Electric Company Vice President in Charge of Sales and President of the Chamber, received the award, a bronze plaque. "National sales of most appliances declined in 1960 compared with 1959, but because of the Pacific Gas and Electric Company industrial promotions, nearly all categories recorded percentage gains in the 46-county area served electrically by Pacific Gas and Electric Company," Doerr noted in accepting the award. "Furthermore," Doerr added, "the average use of electricity by Pacific Gas and Electric Company increased 297 kilowatt hours, the best annual gain in the utility's history...."

PAN AMERICAN WEEK, set aside throughout the western hemisphere to mark the "enduring friendship of some 350 million persons in 21 republics," will be held Monday through Sunday (April 16) with local observances to be held under the auspices of the Pan American Society, San Francisco Chapter, of which J. B. S. Johnson, Jr., is president....

SAN FRANCISCO'S Conservatory of Music has launched its annual fund drive to provide additional scholarships, instruments and facilities needed to meet the growing musical demands of the Bay Area—the goal: \$25,000. Donations, tax-deductible, should be sent to the S.F. Conservatory of Music, 1201 Ortega Street....

PROTECTION of water rights of California and other western states through legislation to clarify state versus federal relations is favored by the California State Chamber of Commerce, according to Robert L. Minckler, Chairman of the Statewide Water Resources Committee....

"**THE GUIDE**"—oldest daily shipping paper in the United States—celebrated its 97th year of continuous publication April 1, issued under the direction of William C. Empey. THE GUIDE has been continued in the Empey family since its founding in San Francisco in 1865....

A LECTURE SERIES designed for the independent business owner will be presented over KPXX every weekday morning, 6:30 to 7 a.m., from April 17 to July 14 by the staff of the University of California School of Business Administration, according to Dr. Lee E. Preston, coordinator of the program....

Unemployment Code Changes Opposed

Changes in the unemployment code which would "jeopardize the unemployment fund" have been opposed by the Board of Directors of the Chamber "in the interest of greater job security for California workers," according to O. R. Doerr, Chamber President.

The board also recommended that the state legislature "give interim study to the subject before enacting hit or miss changes in the code."

Action of the directors resulted from a recommendation of the Chamber Tax Section of which E. V. Donovan, Tax Manager of California and Hawaiian Sugar Refining Corp., Ltd., is Chairman.

"These bills, AB 903 and AB 912, would modify or eliminate the merit rating system whereby those who maintain a minimum of job turnover are accordingly rewarded by minimum payments into the fund, made possible through the small number of ex-employees who draw upon it," Donovan explained.

Assembly bill 903 would repeal the merit provisions outright and impose a straight three per cent tax on all employers.

"The other measure, AB 912, would fix minimum employer tax rates at one per cent instead of three per cent but would retain the maximum contribution rate of three per cent."

Enactment of these measures would eliminate or weaken a strong employer incentive to keep job turnover at a minimum, Donovan said.



CONTACT CLUB AWARD—William J. Bird, Chairman of the Chamber Membership Committee and Western Vice President of John Hancock Mutual Life Insurance Co. (left); presents the Contact Club's rotating trophy to Ed Ripley, partner, York & Co., for having accrued five sales for the month of February. To the right are G. L. Fox, General Manager of the Chamber, and Palmer York, Jr., senior partner, York & Co. Three consecutive-month wins secure permanent possession of the trophy.

Holland Enroute East For Industrial Tour

Lewis M. Holland, Manager of the Chamber Industrial Department, left today for Dallas to conduct the annual meeting of the American Industrial Development Council.

Holland is the 36th president of the AIDC, which is comprised of some 850 professional members in the United States and Canada devoted to industrial development. It is the leading group of its kind in the world.

At the conclusion of the three-day Dallas conference Holland will interview officials of industrial firms interested in locating in the San Francisco Bay Area. His itinerary will include Texas, Pennsylvania, Louisiana, New York, New Jersey, Ohio and Illinois.

School Bill Opposed

State Assembly Bill 1000, which would affect the apportionment of state aid to public schools and establish a countywide school tax base to replace the present district tax structure, has been opposed by directors of the Chamber.

Action of the board, which also urged the legislature to refer the issue to an interim committee, resulted from a recommendation of the Chamber Tax Section.

Jack How Named Chairman Of Annual Coast Days Event

Jack H. How, 1959 Chamber President, has been named General Chairman of the 1961 Coastal Days Committee, according to Dave Plant, Assistant General Manager of the Hotel St. Francis and Chairman of the Chamber Inter-City Section.

Other chairmen of the Coastal Days Committee include:

Len A. Russell, Assistant Vice President, Wells Fargo Bank, American Trust Co., Finance Chairman;
Irring Doremus, Vice President, Bank of California, N. A., Invitations Chairman;
Harold F. Sands, Sales Manager, Hotel Mark Hopkins, Hotels Chairman;
Perry Spackman, District Passenger Agent and Public Relations Manager, Southern Pacific Company, Transportation Chairman;
Plant, Program Chairman;
F. T. Garver, Regional Public Relations Representative, Standard Oil Co. of California, and Merce Richardson, Assistant Superintendent, The Emporium Capwell Company, Hospitality Chairman;
Bud Swenson, Account Executive, United Air Lines, Baseball Chairman.

Tax Conformity Urged

Support of state bills which would bring California's personal income and bank and corporation tax laws into conformity with federal statutes has been reaffirmed by the Board of Directors of the Chamber.

Board action followed the recommendation of the Chamber Tax Section.

Calendar

April 10—CONTACT CLUB—John Hancock Bldg., 3rd Floor, 255 California, 10:45 a.m.
April 11—SMALL BUSINESS SECTION MEETING—Commercial Club, 12 noon.
April 12—AVIATION SECTION—San Francisco Commercial Club, Aviation Legislation, 12 noon.
April 13—EDUCATION COMMITTEE MEETING—Room 200, 2 p.m.
April 14—INTER-CITY SECTION TRADE TRIP—Great Gold on Fleet Cruise to Vallejo and Mare Island.
April 14—KEEP-GREEN COMMITTEE MEETING—Room 200, 10 a.m.
April 14—CANCOCO—Fairmont, Circus Room, 12 noon.
April 17—SAN FRANCISCO WORLD TRADE BOARD OF DIRECTORS—World Trade Club, 12 noon.
April 19—BOHEMIAN CLUB RETAIL MERCHANTS ASSOCIATION BOARD OF DIRECTORS—8 a.m.
April 19—WORLD TRADE ASSOCIATION BUSINESS LUNCHEON—World Trade Club, 12 noon.
April 20—WORLD TRADE COMMITTEE—World Trade Club, 12 noon.
April 21—JOINT MEETING—MASS TRANSIT REGIONAL PROBLEMS SECTION—STREET, HIGHWAY AND BRIDGE SECTION—Rm 200, 10:30 a.m.

BAY REGION BUSINESS

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SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

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'Ambassador Extraordinary of S.F.'



RARE AMBASSADOR EXTRAORDINARY card of the Chamber was presented to Maurie Webster, just prior to his departure for New York to become CBS Vice President in charge of spot sales, following two and a half years as General Manager of KCBS and leadership in many San Francisco civic endeavors, including the development of Plant a Tree Week and the formation of San Francisco Beautiful, new planting affiliate of the Chamber. Left to right are President O. R. Doerr, Webster, and Mrs. Hans Klusmann, Planting Chairman, San Francisco Beautiful.

John B. Connally, Secretary of Navy, Armed Forces Day Luncheon Speaker

John B. Connally, Secretary of the Navy, will speak at San Francisco's Annual Armed Forces Day Luncheon Wednesday, May 17, at the San Francisco Commercial Club, according to Maj. General Stuart D. Menist, USAR, Chairman of the Day and Chairman of the Chamber Armed Forces Section.

Appointed Secretary of the Navy last December by then President-Elect John F. Kennedy, John Bowden Connally, 44, has had a distinguished Navy war record.

Born and educated in Texas, he has a diverse background in law, business and corporate management. He also has been a director of several large corporations, including the New York Central Railroad and Insurance Securities, Incorporated, of San Francisco.



John B. Connally

In addition to the Legion of Merit and Bronze Star Medal, former Lieutenant Commander Connally holds the American Defense Service Medal, the American Campaign Medal, European-African-Middle Eastern Cam-

paign Medal (one operation star), Asiatic-Pacific Campaign Medal with one silver and two bronze stars (seven operations), the World War II Victory Medal and the Philippine Liberation Ribbon with two stars.

The luncheon is sponsored by the Chamber and the Commercial Club in cooperation with the Air Force Association (San Francisco Squadron), Navy League of the United States (San Francisco Council), the Reserve Officers Association of the United States, Department of California, and the S. F. Chapter of the Association of the United States Army.

O. R. Doerr, President of the Chamber, will preside.

San Francisco Quotes—
"The coldest winter I ever spent was a summer in San Francisco."

—MARK TWAIN

Thomas P. Pike to Speak on "Invest Yourself in America!"

Thomas P. Pike, President of The Republic Supply Company of California and President of the Stanford University Board of Trustees, will speak on "Invest Yourself in America!" Monday noon, May 1, in the Gold Room of the Fairmont Hotel.

The annual Invest in America Luncheon is sponsored by the Northern California Invest in America Committee in cooperation with the S. F. Chamber, the California State Chamber, Bay Area Council, Investment Bankers Association (California group), San Francisco Real Estate Board and San Francisco Life Underwriters Association.

O. R. Doerr, President of the Chamber, will preside. Chairman of the Day is James F. Crafts, General Chairman, Northern California Invest in America Committee.

A graduate of Stanford University with an A.B. in economics, Mr. Pike was associated with Republic Supply Company of California, oil well and industrial supply jobbers, from 1931 until 1938 as a warehouseman, salesman and sales manager. He founded the Thomas P. Pike Drilling Company which was the largest oil well drilling contracting firm in the state when it merged with the Republic Supply Company in 1956. He also is Vice President and Director of the National Engineering Science Company, Director of Hewlett-Packard Company and Director of Casualty Insurance Company of California.

Chairmen coordinating the program in its various phases are:

ADVERTISING—Harry A. Lee, Vice President, J. Walter Thompson Company.

INDUSTRIAL PUBLICATIONS—Donald J. Baxter, Editor, PG & E Life, Pacific Gas and Electric Company, and Rockwell Herford, Manager, Employer Communications, Columbia-Geneva Division, U. S. Steel Corporation.

INSURANCE—Stephen L. Cogswell, Assistant Vice President, Marsh & McLennan-Cassare & Co., and Donald C. Burns, Executive Vice President, California Association of Life Underwriters.

INVESTMENT HOUSES—Kenneth R. Bearwin, Vice President, Merrill Lynch, Pierce, Fenner & Smith, Inc.

JUNIOR ACHIEVEMENT—Richard A. F. Ballou, Western Regional Representative, Junior Achievement, Inc.

LUNCHEON—H. E. Nyland, Treasurer, Crown Zellerbach Corporation, and Harvey J. Franklin, Manager, Municipal Bonds, Merrill Lynch, Pierce, Fenner & Smith.

REAL ESTATE—Howard McCarrin, Partner, Coldwell Banker & Co.

RETAIL—H. V. Starr, Managing Director, Retail Merchants Association of the Chamber.

SAVINGS AND LOAN ORGANIZATIONS—E. B. Long, President, San Francisco Federal Savings and Loan Association.

SCHOOLS—James A. Felchlin, Resident Partner, F. S. Smith & Co., and Dr. Vernon A. Ouellette, Field Director, Northern California Council on Economic Education.

TRANSPORTATION—Warren Burke, Assistant to the President, United Air Lines.

Western Regional Chairman of the nationwide program is George J. Otto, Partner, Irving Lundborg & Co. Carl F. Wente, Chairman, Executive Committee, Bank of America NT & SA, is a member of the national board.

Coordinator of the over-all program throughout northern California is Ivy Lee, Jr., Ivy Lee, Jr. & Associates.

It's The 'Contact' That Counts



TO THE VICTOR, THE SPOILS — Stew Andrews of California & Hawaiian Sugar Refining Corporation (third from left) is regaled as the Contact Club membership "Salesman of the Month" for March. Andrews, with five new membership sales, was rewarded with a handsome Chamber brief case and he also achieved a rung on the perpetual trophy which goes to the membership salesman who is salesman of the month thrice in a row. To the left is G. L. Fox, Chamber General Chairman, then William J. Bird, Western Vice President of John Hancock Mutual Life Insurance Company and Membership Chairman; and John M. Marshall, Chamber director and Executive Vice President of C&H Sugar Refining Corp.

Chamber Backs Junior College Admission Bill

Authority to admit to junior colleges, on a provisional basis, persons who have not graduated from high school should be given to the governing boards of school districts rather than the principal of a college, according to the view of the Chamber directors.

Agreement of the board on Assembly Bill 1277 (Hanna), which also would require such persons to maintain a C average to continue in junior college, resulted from a recommendation of the Chamber Education Committee of which Kenneth R. Rearwin, Vice President and Manager, Merrill Lynch, Pierce, Fenner & Smith, is Chairman.

"This bill would curtail, to a small extent, the number of persons entering junior college without having met generally accepted entrance requirements," Rearwin said. "Thus it would provide greater opportunities for enrollment to those who are unquestionably qualified."

"To a small degree, the bill could help alleviate overcrowded conditions at junior colleges which are already faced by heavy demands for entrance. At the same time it would not close the door to those deserving of higher education whether or not they are high school graduates."

Chairmen Appointed, Date Set For Vehicle Safety Check

Committee chairmen and vice chairmen have been appointed and dates set for the 1961 Voluntary Community Vehicle Safety Check, according to H. A. Dunker, Chairman of the Traffic Safety and Control Section.

General Chairman of the event, slated May 17, 18 and 19, is Marvin J. Feldman, Coordinator, Cogswell Polytechnical College.

Chairmen and Vice Chairmen:

Car Clubs, Schools and Young Adults Committee — Mrs. Lucile Lando, Henry F. Budde Publications, Inc.

City Vehicles Committee — Paul J. Fanning, Director, Bureau of Personnel & Safety, San Francisco Municipal Railway.

Employer-Employee Committee — Harry B. Lowden, Plant Safety Supervisor, The Pacific Telephone and Telegraph Company.

Finance Committee — Roy Matison, Personnel Manager, Federated Metals Division, American Smelting & Refining Co.

Public Relations-Special Events Committee — Iver C. Larson, Executive Vice President, San Francisco Chapter, National Safety Coun-

Businessmen Become The 'Pupils' for 11th Annual 'B-E Day'

When school bells ring throughout San Francisco Thursday morning (April 27) some 800 "new pupils" will respond.

The "new pupils" will be representatives of the city's business and industry who will participate in the Chamber's 11th annual Business-Education Day as guests of teachers at public and parochial schools. The event is a return visit by businessmen and business women who were hosts to the teacher's during last Fall's E-B Day.

Scheduled on B-E Day are conferences with teachers, classroom visits for a first-hand look at the school system in action and luncheons with teachers and administrators of the host schools.

The program begins at 9 a.m. and ends at 1 p.m.

Plans are being formulated by John W. Pettit, Vice President in Charge of Public Relations, Yellow Cab Company and Chairman of the Chamber Business Education Committee, and Arnold E. Archibald, Chairman of the Board, San Francisco Federal Savings and Loan Association and B-E Committee Vice Chairman.

"B-E Day has an important bearing on the future of our educational and free enterprise systems," Pettit said. "Participation by every possible business concern in San Francisco is strongly urged."

Although the official deadline for sign-ups has passed, there is still time remaining to schedule a school visit by telephoning the Chamber Public Affairs Department, EXbrook 7-4511, Extension 86.

Tax, Industry Problem Probe

"Are Taxes Driving Industry Away From California?" is the title of a talk to be given by E. V. Donovan, Tax Manager of the California & Hawaiian Sugar Refining Corp. and Chairman of the Tax Section of the Chamber, at a luncheon meeting of the Industrial Development Club Tuesday (April 25), 12:15 p.m., at the Commercial Club.

and Ronald C. Frankis, National Safety Council, San Francisco Chapter.

Federal and State Owned Vehicles Committee — Frank Sloan, Chief of Transportation Region, General Services Administration, and Nathan E. Archer, General Services Administration.

New and Used Cars Committee — Ed Fitzgerald, Department of Motor Vehicles.

Check Lane Chairman — Keith Wingate, Safety Engineering Department, Fireman's Fund Insurance Company.

Hitting the High Spots

with JIM WARNOCK

THE AEROMOBILE, or "Flying Car," which travels suspended about 12 inches above the ground over any unobstructed surface — land, water, sand or ice — will be given its first public demonstration in the San Francisco Bay Area at the International Truck, Trailer and Equipment Show June 28-29 and 30. New fuel-saving diesel engines and a host of safety products also will be displayed at the show — among them the new HDT Model Diesel by the Ford division of Ford Motor Company, Ford's first entry into the diesel market. . . .

SAN JOSE'S most modern investment brokerage office, featuring the first electric quotation board in that city, had its public opening last week when E. F. Hutton & Company held open house at the new facility, 41-43 North First Street, San Jose. The board lists more than 500 stock and commodity quotations from the New York Stock Exchange, American Stock Exchange and all major commodity markets. . . .

THERE WERE 3,723 fatal motor vehicle accidents last year in California, according to Edward B. Hayden, District Manager for the National Automobile Club. "While traffic deaths were up, so were injuries resulting from motor vehicle accidents. Last year," he pointed out, "there was an increase of 11,126 vehicle accidents over 1959, making a terrible total of 154,760. The rising rate of traffic accidents will be stemmed only when all drivers accept their full responsibility for safety on the highways." . . .

EFFORTS to bring the 1968 International Olympic Games to California will be supported by the California State Chamber of Commerce, according to Anderson Borthwick, Chairman of the State Chamber Statewide Travel and Recreation Committee. "There is no doubt that, with our many natural advantages and ample time in which to perfect plans, the 14th Olympiad would be the most successful in history," he said. . . .

LOOK MAGAZINE has given San Francisco major coverage in the past few years, including about half of an all-California issue, a Christmas article, stories on the Giants, and food features on the Palace Court salad, the Blue Fox, and Korbel Vineyards. . . .

W. B. SWAN, Manager, San Francisco Marine and Defense Facilities Sales, General Electric Company, has been appointed 1961 Chairman of the San Francisco Chamber of Commerce Shipbuilding and Ship Repair Committee. New Vice Chairman is H. P. Stewart, Assistant to the General Manager, Shipbuilding Division, Bethlehem Steel Company. . . .

SHELL OIL COMPANY of California plans to establish a data center for its West Coast marketing operations in Menlo Park by early 1962, according to Selwyn Eddy, Vice President, West Coast Marketing Division of Shell. The center will handle data processing for Shell's marketing divisions headquartered in San Francisco, Seattle and Los Angeles. . . .

"ADVERTISING must first and foremost have a belief in the American free enterprise system," James S. Fish, Director of Corporate Advertising of General Mills, told the San Francisco Advertising Club members Wednesday at a luncheon meeting in the Gold Ballroom of the Sheraton-Palace Hotel, "and it must have a strong belief in the role advertising plays in this system." . . .

TWO SAN FRANCISCO paper distributor-wholesalers have been elected to the Board of Directors of the National Paper Trade Association, Inc. They are: John B. Gilbert, Zellerbach Paper Co., and J. Lloyd O'Connell, Blake, Moffitt & Towne. The National Paper Trade Association represents 1,100 distributor-wholesalers responsible for the sale and merchandising of more than \$3.1 billion worth of paper and paper products each year. . . .

New Chamber Members—



Ben Alexander

Joseph A. Martin

A. C. Mendoza

Benjamin Steacy

O. A. Talmage

New members added to the Chamber roster recently include the above (left to right): Ben Alexander, President, *Ben Alexander, Ford Inc., San Francisco, 1175 Potrero Avenue*; Joseph A. Martin, Distributor, *Vanguard Fire Control, 537 Taraval Street*; A. C. Mendoza, Branch Manager, *Victor Adding Machine Co., 36 Second Street*; Benjamin Steacy, Co-owner, *Round House Restaurant, Golden Gate Bridge*; and O. A. (Bill) Talmage, President, *De Wolf Realty Company, 4300 California Street*.

MATSON TERMINALS, Inc., has been named 1960 first place safety award winner in separate northern and southern California contests by the Pacific Maritime Association—the second straight year that Matson Terminals has won both awards. The awards are in recognition "of meritorious achievements in prevention of injuries to longshoremen during 1960 and through having attained the lowest disabling injury frequency of any stevedoring companies" in northern and southern California categories. . . .

SHIP TRAFFIC at San Francisco Bay and river ports during March substantially surpassed the two preceding months of this year and showed a slight increase over the 1960 monthly average, the Marine Exchange reports. The 860 vessel movements in and out of the Golden Gate during March was the heaviest volume since last October. . . .

PACIFIC GAS and Electric Company's 1960-61 property tax payments reached a new high of more than \$68 million. The money, which will be distributed among 49 counties and more than 3,400 cities, towns, school and special assessment districts, is \$3 million above last year's record amount. The utility's total tax bill for 1960—including a \$74 million U. S. tax on corporate income—amounted to \$167 million, almost equal to wages paid all operating employees plus the entire net income available for stock dividends. . . .

EL CID Sidewalk Cafe—tri-cornered at Broadway, Columbus and Grant Avenue—reopened yesterday under the management of Eva Zane, former night manager of Enrico's Coffee House. El CID, which will feature Spanish-American food, has been refurbished and its cocktail lounge renamed El CID Dorado. . . .

WESTERN AIRLINES celebrated its 35th birthday last Monday (April 17) by taking delivery of the world's newest and fastest commercial aircraft—the Boeing 720B. The oldest continuously operated airline in the country, Western inaugurated service with a 115-mph M-2 biplane between Los Angeles and Salt Lake City via Las Vegas. The 720B, Western's newest innovation, operates with the shortest, swiftest takeoffs of any commercial jet and can climb 30,000 feet in eight minutes. . . .

LISTENER RATINGS of "San Francisco Progress Report," Chamber radio program heard every Sunday at 10:30 a.m. on KFRC, have risen steadily during the past year, according to Richard E. Nason, General Manager of the station. Recent subjects have been Maiden Lane, San Francisco Beautiful, Hospital Week, Improvement of S. F. Yacht Harbor and Freeways. G. L. Fox, General Manager of the Chamber, is moderator, with the other two participants drawn from Chamber committees or staff, city officials, and chairmen of other civic functions. . . .

THREE SAN FRANCISCO business executives have been appointed to the National Corporations Participation Committee of United Community Funds and Councils of America. They are: George M. Dean, Vice President and General Manager, The Pacific Telephone and Telegraph Co., a Chamber Director and head of the United Bay Area Crusade's Division "A" (larger gifts section) last year; Fred H. Merrill, Executive Vice President, Fireman's Fund Insurance Company and a member of the Crusade Executive Committee; and Samuel B. Stewart, Executive Vice President and General Counsel, Bank of America, former chairman of the Crusade board. . . .

VALLEJO has been selected by the Industrial College of the Armed Forces as the site for a National Security Seminar to be held September 25 through October 6, according to Melvin L. Dyles, Executive Vice President and Manager of the Vallejo Chamber of Commerce. About 200 military reserve officers will be ordered to active duty to attend the seminar and about 200 civilians will be accommodated. Civilian registrations are on a first-come, first-served basis. . . .

CLARENCE D. MARTIN, JR., Under-Secretary of Commerce for Transportation, will be guest speaker at a dinner of the National Defense Transportation Association to be held Friday, May 19, at The Village in observance of Armed Forces Week and Transportation Week, May 13-22. . . .

AMONG those attending the recent African Resource Conference in New York City was Joseph B. Morris, San Francisco Real Estate Broker and President of the newly-formed Montgomery Savings Center, 117 Montgomery Street. . . .

CHAMBER MANAGER G. L. Fox leaves Thursday for Washington, D.C., to attend a meeting of the board of directors of the American Chamber of Commerce Executives, the annual meeting of the U. S. Chamber of Commerce, and a meeting of the Western States Council, comprised of representatives of major chambers of the West. "Progress Through Voluntary Action and Freedom" is the theme of the 49th annual meeting of the Chamber. Fox returns May 3 following other conferences relating to San Francisco and the Chamber. . . .

KCBS General Manager Jules Dundas announced today that San Leandro has won the 1961 KCBS Community Beautification Award. A Certificate of Continued Excellence was presented to Sunnyvale, last year's winner, and Certificates of Merit to Pittsburg, South San Francisco, Hayward, San Bruno and Novato. Each year, KCBS presents this award to the "town or city making the most significant visible landscaping improvement" during PLANT A TREE WEEK, sponsored by the station and Bay Area Chambers of Commerce, held this year from March 4 to 11. . . .

'Tree Bench'



LARGE LAUREL FIG trees were planted recently at Stockton and O'Farrell Streets as Macy's joined the citywide efforts of "San Francisco Beautiful" — Chamber affiliate. Left to right are Mrs. Hans Klusmann, chairman; Ernest L. Molloy, President of Macy's of California; and Orris W. Willard, the company's superintendent of construction. The planters provide a place for shoppers to rest.

Calendar

April 25—WORLD TRADE ASSOCIATION BUSINESS LUNCHEON — World Trade Club, 12 noon.

April 27 — EDUCATION-BUSINESS DAY — Designated school, 9 a.m. to 1 p.m.

April 27—WORLD TRADE ASSOCIATION — African Committee Meeting — World Trade Club, 12 noon.

May 1 — INVEST IN AMERICA LUNCHEON—Gold & Nob Hill Rooms, Fairmont Hotel, 12 noon. Speaker: Thomas P. Pike, "Invest Yourself In America!"

May 4—WORLD TRADE ASSOCIATION LUNCHEON—World Trade Club, 12 noon.

San Franciscana—

Teagarden—A Touch of Old Japan

San Francisco, the Gateway to the Orient—and a "World Within A City" with its greatly diversified racial population — contains a Japanese Tea Garden which would be classic within Japan itself.

In 1893 San Francisco, with a population of about 300,000, saw 18 of its banks closed as a result of a nationwide depression. In an effort to facilitate a business revival, the famous California Mid-Winter Exposition was opened the following year in January. The exposition covered some 60 acres in Golden Gate Park centering around the music concourse.

One of the backers of the Exposition was an Australian, George Turner Marsh, who, in 1876, opened America's first art goods store, in the famed arcade of the old Palace Hotel. The Tea Garden, then called the Japanese Village, was created with the advice of Marsh's good friend, the legendary park superintendent, John McLaren.



One of the laborers imported from Japan to work in the garden was Makoto Hagiwara, who displayed such skill that in 1910 the Park Commission turned the concession over to him. Later, Hagiwara and his family built a home there and his children continued its operation after his death. This "dynastic" succession was ended in 1942 when the Hagiwaras were relocated by the War Department.

The Tea Garden is entered through a tall, arched gateway comprised of hundreds of hand-carved pieces of wood, a treasured San Francisco landmark and one of the few remaining reminders of the 1894 Exposition.

Among the many other features are a moon bridge, a model Japanese dwelling, a gigantic bronze Buddha (said to be the largest ever to leave the Orient), a multiplicated temple and picturesque gateways. In the area formerly occupied by the homes of the Hagiwara family is a broad terrace overlooking a sunken garden with a series of pools and a lush planting of dwarf maples, azaleas and conifers against a backdrop of bamboo.

The variety of plants includes Japanese cherries, specimens of the famed Magnolia Cambellii and a very old Magnolia Soulangeana which flowers heavily. There also are many varieties of Chinese rhododendrons, azaleas, maples, bamboos, pines and other conifers. Contributing boldly to the scene are specimens of the Aralia Sieboldii and Papyrusifera.

The shrubs and trees are especially pruned. Even the mature 40-foot pines have been carefully thinned and pruned. Every single branchlet—of which there are many thousands — has been individually hand pruned. Adding to this zigzag pattern of Oriental gardening are trimmed hedges of evergreen bamboo.

The garden combines the concepts of a landscape style popular during the Muromachi Era 5,000 or so years ago and of the Impressionist School (1534-1565).

(A regular feature . . . ask your Chamber for reprints. EXbrook 2-4511)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
C. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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Not Enough Freeways to Handle SF Traffic Jam-ups

Traffic volume, which has increased by one-third since 1947 in San Francisco, will increase again by one-half of its present volume by 1975.

That's the prediction of the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company is Chairman, and the Chamber Street, Highway and Bridge Section, of which Leonard S. Mosias, Architect, is Chairman.

"With only the existing and presently approved freeways in operation, peak hour traffic congestion will continually worsen," Hansen stated. "Even if a bay area rapid transit system comes into being by 1975, there still will be very serious congestion."

"Present traffic volumes are in excess of the capacity of many parts of the existing system of streets and freeways. Out of the seven major

traffic corridors serving different sectors of the city four do not have the capacity to meet peak hour demands."

His conclusions resulted from a study by the Civic Development Committee and the Street, Highway and Bridge Section which, in turn, resulted in endorsement by the Chamber directors of plans of the Department of City Planning and Department of Public Works of the City and County for 9.1 miles of freeways costing an estimated \$216 million.

The 15-year plan includes 7.1 miles for the Western Freeway, costing an estimated \$173 million; conversion of the Park-Presidio Boulevard into a freeway, 0.9 miles, \$2 million; extension of the Central Freeway, 0.5 miles, \$9 million; and construction of a Russian Hill tunnel, 0.6 miles, \$32 million.

Music, Maestro, Please



G. L. FOX, Chamber General Manager (left) is giving a recording of Jimmy Sheldon's "Nob Hill Nocturne" by the composer. Sheldon began writing his musical tribute to San Francisco during World War II army days. Recorded recently by Overland Records, the work is now being distributed throughout the United States.

15 Check Lanes for Auto Safety Check

There will be 15 check lanes for the Fourth Annual Voluntary Community Vehicle Safety Check, sponsored by the Chamber and to be held Wednesday, May 17, through Friday, May 19, according to General Chairman Marvin J. Feldman of Cogswell Polytechnical College.

"This annual event is, literally, a vital endeavor because the saving of even one life justifies it—and lives have been saved over the four-year span of the Safety Check," Feldman said.

"Last year more than 87,000 cars and trucks were tested in the three-day campaign," he continued, "and we hope to exceed that figure this time."

The Chamber-sponsored event won the "Grand Award for Cities" in 1959 and a national award of excellence last year for cities of more than 300,000 competing nationally.

The lanes:

South Avenue near California Street; Clipper and Woodside off Portola Drive; Ocean and Phelan; The Panhandle (between Oak and Fell Streets on Mission Avenue); Municipal Railway carlans on Geary Street; Randall near San Jose Avenue; on 19th Avenue near Stonestown; on Lawton Street between 19th and 20th Avenues; on 14th Avenue between Geary and Asia; Civic Center near Brooks Hall; Bay Street between Webster and Buchanan; Harrison between 25th and 26th Streets; Presidio; Geary between Franklin and Gough; and 14th Street at South Van Ness Avenue.

A kickoff luncheon will be held Tuesday noon at the Sugar and Spice Room in the Jack Tar Hotel as well as a cavalcade of old-fashioned cars, Tuesday, May 16.

Shipping Rate Exemption Is "Highly Discriminatory"

To increase freight costs of shippers and receivers in the San Francisco and northern California area while exempting southern California areas is "highly discriminatory," according to the Chamber.

A protest has been filed with the Interstate Commerce Commission by Charles C. Miller, Manager, Chamber Transportation Dept.

Say It With Flowers —



EDWARD GOEPPNER (right), Managing Partner of Podesta-Baldocchi, received his rare Ambassador Extraordinary card early this week from Chamber President O. R. Doerr (left) for his efforts in bringing nationwide fame to San Francisco florists through the Macy's flower shows. Donna Chaban, a finalist in the Miss San Francisco contest, gave the florist a bunch of roses.

* * *

"Ambassador Extraordinary."

That's Edward Goepfner who "ambassadors" on behalf of San Francisco by saying it with flowers.

Goepfner, Managing Partner of Podesta-Baldocchi, who has been saluted by the Chamber for spreading the floral fame of San Francisco, and his staff have, among other things, decorated the Santa Anita Turf Club and created the breathtaking Annual Easter Flower Show at Macy's of San Francisco.

He left Tuesday to supervise the New York Macy's show, which runs from tomorrow through May 13 and will attract two million persons or more.

Thus the Chamber bouquet to one whose own bouquets have made San Francisco known as a city of flowers.

Retail Trade Up In SF Bay Area

Retail trade in the 9-county Bay Area showed a gain of 3.5 per cent last year over 1959—compared to an over-all 2.5 per cent increase for California—according to the Research Department.

Each of the nine counties reported gains, Santa Clara led the pack with a 6.1 per cent increase.

Reports of self-assessed taxable transactions from the State Board of Equalization credited San Francisco with \$1.75 billions (highest in the Bay Area) in retail sales, compared with Alameda county's \$1.46 billion.

Business Activity for First Quarter of 1961 Rises

Business activity in San Francisco—with an index of 184.4 for the first quarter of 1961—was up 8.1 per cent over the similar period last year, according to the Research Department. The Chamber index for the month of March, 1961, rose to a new record—111.1 per cent above the same month last year and 17.3 per cent better than February of this year.

Bank debits in March were up 15.8 per cent over March of last year; department store sales gained 4.2 per cent; electric energy sales increased 4.5 per cent; and the fourth item, freight car loadings, fell 8.9 per cent from the March pace of 1960.

The usual spring upturn brought an increase in employment of 1.0 per cent over the previous month and a rise of 1.4 per cent over March of last year. Unemployment dropped by 5,500 persons from February's 10-year high to 6.6 per cent of the work force, compared to 7.1 per cent in February and 5.5 per cent in March of 1960.

Although March department store sales showed an upward turn in San Francisco, the gains were eclipsed in Oakland, up 18.6 per cent, and in San Jose, up 13.0 per cent compared to the same month last year.

Share-Trading Zooms

Pacific Coast Stock Exchange share-trading, which had set a record of more than five million shares traded in February, blasted to a new record of more than 10 million shares in March—the total topping the combined first two months of the year. Values of shares traded also set a new record of more than \$148.7 million for March.

A record 22 commercial failures were listed in March, equalling the combined total of the first two months of the year and carrying with them some \$1.4 million in liabilities.

Although more than \$10 million in building valuation was authorized in building permits in San Francisco for the first quarter of the year, construction valuation fell 1.83 per cent from the cumulative period last year and was off 7.9 per cent from the same period in 1959. The number of permits issued, however, rose 25.2 per cent. The only major projects begun in March were the city's 10th high school (tentatively named Southeast Senior High), on Mansell Street between Bowdoin and Goetting near McLaren Park, and costing \$4,321,000, and Grace Cathedral's \$3 million completion project.

Bridge Crossings Up

More than \$82.4 million worth of construction was authorized in March in the San Francisco Bay Area's nine counties (San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma), down slightly from March of last year. Residential permits were issued for 4,411 homes and apartment units, up 1.9 per cent, with a value of \$48 million, or 58 per cent of the \$82.4 million in authorized construction for March.

Vehicular crossing over the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge were up. The Golden Gate Bridge numbered 4,587,115 crossings during the first quarter of 1961, up 7.7 per cent for the period; the Bay Bridge 9,470,628, up 4.4 per cent; Carquinez Bridge 2,891,861, up 10.2 per cent; San Mateo-Hayward 848,811,

down 0.2 per cent; Richmond-San Rafael 766,178, up 8.8 per cent; and the Dumbarton 594,537, up 21.2 per cent. Mortgages against San Francisco real estate

were 52.4 per cent higher in value in March than in the same month last year with more than \$33 million recorded. Transfer of property was down 8.0 per cent for the month.

Airport traffic decreased by 5.4 per cent in number of passengers and 12.1 per cent in plane traffic in February (latest month available) because of a brief strike.

Business Activity Through March, 1961

I. SAN FRANCISCO ACTIVITIES:		MARCH 1961	% from 1960	3 MOS. 1961	% from 1960
GENERAL BUSINESS ACTIVITY INDEX*		196.2		184.4	8.1
CONSTRUCTION PERMITS					
Residential permits	Number	84	-25.0	209	-19.3
Total permits issued	Number	1,308	19.9	3,324	25.2
Residential permits	Value	2,609,970	-6.5	7,759,812	-48.6
Non-residential	Value	4,611,154	-46.1	11,870,200	-21.2
Additions, alterations, repairs	Value	3,372,656	12.9	10,047,745	54.5
Total value of permits	Value	10,832,946	-45.4	28,940,457	-18.3
Dwelling units authorized	Number	269	-1	643	-36.9
Single-family units, new	Number	52	-36.6	134	-21.6
Two-family units, new	Number	20	150.0	30	-78.6
Multi-family units, new	Number	197	3.1	479	-39.7
REAL ESTATE					
Deeds recorded	Number	1,645	-8.0	4,143	-5.0
Mortgages and deeds of trust	Number	1,877	2.1	4,680	8.6
	Amount	33,677,807	52.4	75,530,256	20.7
FINANCE					
Bank deposits	\$	5,884,208	15.8	15,941,274	74.4
Postal receipts	\$	3,513,015	5.0	9,470,254	4.3
Pacific Coast Stock Exchange	shares traded	10,753,394	126.1	20,629,776	81.1
Market value	\$	148,714,681	87.5	361,845,884	58.8
San Francisco Mining Exchange	shares traded	1,317,154	-4.5	3,485,370	25.5
Market value	\$	155,460	-9.5	407,228	1.6
Retail Department Store sales	Index*	116.5	-4.2	111.9	-1.2
Commercial failures	Number	22	214.3	44	91.3
TRANSPORTATION					
San Francisco Airport Traffic					
Planes in and out	Number	10 (21a)	-12.1	22 (98b)	-7.2
Passengers off and on	Number	289,934	-5.4	634,803 (b)	-2.2
Air mail by air	Pounds	4,658,929 (a)	20.0	9,201,271 (b)	21.2
Total express loaded, unloaded	Pounds	731,194 (a)	4.0	1,462,656 (b)	6.6
Market value	\$	7,442,014 (a)	-10.6	15,548,973 (b)	-1.2
Air freight loaded, unloaded	Number	17	9.9	46	17.1
Express shipments, rail	Number	57,819	-2.2	157,585	-2.8
Freight car movements	Number	11,473	-8.9	30,367	-9.2
Truck movements—San Francisco area	Index*	186.8	1.5	169.5	1.7
VEHICLE TRAFFIC					
Bay Bridge Vehicle Crossings	Number	3,353,157	4.6	9,470,628	4.4
Golden Gate Bridge Crossings	Number	1,621,687	8.0	4,587,115	7.7
PORT OF SAN FRANCISCO					
Total	Revenue tons	457,629	-2.3	1,256,983	-8.7
Coastwise	Revenue tons	10,998	5.0	32,678	15.9
Inland waterway	Revenue tons	139,159	6.8	477,103	2.0
Intercoastal	Revenue tons	23,493	-37.8	50,209	-39.8
Foreign	Revenue tons	283,979	-2.1	746,993	-5.3
UTILITIES					
Gas sales, industrial and commercial	millions of cu. ft.	1,611,27	4.3	5,058,31	3.2
Water consumption, industrial and commercial	millions of cu. ft.	163.47	0	457,92	1.4
Water consumption, residential	millions of cu. ft.	112.42	2.3	336.63	-2.5
Electric energy sales	Index*	177.0	4.5	182.9	5.2
VISITOR AND NEWCOMER INQUIRIES					
San Francisco CONSUMER PRICE INDEX	Number	2,282	-9.7	6,038	-14.0
All items	Index*	133.8	1.7	—	—
II. BAY AREA ACTIVITIES:					
DWELLING UNITS AUTHORIZED					
Nine County Bay Area	Number	4,441	4.9	11,141	5.6
	\$ Value (millions)	48.01	1.3	116.32	1.1
RETAIL DEPARTMENT STORE SALES					
Oakland (unadjusted)	Index*	73.8	18.6	69.4	10.2
San Jose	Index*	297.1	13.0	271.9	6.8
EMPLOYMENT (6 counties)					
Total	Number	1,136,500 (p)	1.4	1,130,400	1.1
Agriculture	Number	14,600 (p)	-7.6	14,370	-9.1
Construction, contract	Number	70,400 (p)	0.9	67,830	-1.3
Manufacturing	Number	200,500 (p)	-2.6	199,470	-2.9
Water, communication, utilities	Number	105,100 (p)	1.4	104,700	-2.0
Wholesale trade	Number	82,400 (p)	2.1	82,270	1.8
Retail trade	Number	174,200 (p)	1.2	174,770	1.0
Finance, insurance, real estate	Number	75,200 (p)	4.6	75,030	4.4
Services	Number	202,200 (p)	4.0	201,170	3.2
Government, Federal, State, Local	Number	208,000 (p)	5.6	206,770	5.1
UNEMPLOYMENT					
% of work force	Number	80,800	20.2	81,600	32.9
Claims filed	Number	6.6	15.8	6.7	78.8
INDUSTRY TREND					
Manufacturing—average weekly earnings	(dollars)	109.62 (a)	2.8	110.11 (b)	2.7
Construction	Index*	137.26 (a)	7.6	139.17 (b)	12.6
TRANSPORTATION					
Freight car movements in 11 Bay Area Cities	Number	48,321	-8.0	128,523	-9.2
Traffic into northern California	Number	70,917	22.6	193,478	27.3
Out of state passenger cars	Number	173,796	21.7	456,920	25.0
Out of state passengers	Number	431	-0.2	1,204	-1.4
Cargo Vessels (San Francisco Bay)	registered tons	2,215,373	3.0	6,100,765	-2.1
Arrivals	Number	2,195,514	-2.4	6,225,539	-1.4
Departures	registered tons	2,195,514	-2.4	6,225,539	-1.4
WORLD TRADE (San Francisco Customs District)					
Imports	\$ (value)	38,357,008 (c)	-4.4	—	—
Exports	\$ (value)	52,799,333 (c)	-23.0	—	—
LIVESTOCK SLAUGHTER					
	thousands of heads	77 (a)	-13.5	170 (b)	-12.4

* Index based on 1947-49 average = 100: (a) February; (b) 2 months; (c) January; (d) preliminary.

Hitting the High Spots

with JIM WARNOCK

FIRST of a series on organizational leadership to be given by the University of California Extension was held Wednesday (May 3) at the University's San Francisco center, 55 Laguna Street. The program of five lectures is being held each Wednesday (beginning that date) from 7:30 p.m. to 9 p.m. Speakers will include Dr. Charles W. Merrifield, Professor of Social Science at UC; Adrienne Koch, Associate Professor of History at UC; Edward Stainbrook, Chief Psychologist, Los Angeles County General Hospital and Chairman of the Department of Psychiatry, University of Southern California; Philip Seltznick, Professor of Sociology and Social Institutions; and Marc R. Tool, Associate Professor of Economics, Sacramento State College, according to Martin Tarchin, head of the Leadership Training Center....

A WORKSHOP SEMINAR of five sessions in "Leadership and Human Relations" will be held Thursdays, May 11 to June 8 (4:30 p.m.-9 p.m.) at the University of San Francisco Management Development Center. Reservations can be made by calling USF at SKyline 2-1000, Ext. 283 or 284....

STANLEY MOSK, Attorney General of California, was the chief speaker at the safety awards dinner of the National Safety Council, San Francisco chapter, held recently in the St. Francis Hotel. Recipients of "public interest awards for exceptional service in the interests of safety" were granted to KRON-TV, KPIX-TV, Godeau Funeral Home, Standard Oil Company of California, Sawyer Tanning Co., Agrichemical West and Western Feed and Seed magazines....

KRON-TV has been named by the National Safety Council as one of the winners of its "Public Interest Awards" for 1960—based upon the broadcasting of more than 300 spot announcements on safety, of which 33 per cent dealt with the San Francisco Chamber-sponsored Voluntary Motor Vehicle Safety Check. The spot announcements used by the station originated in the Publicity Department of the Chamber....

EARNINGS OF THE UNITED STATES domestic trunk airlines dropped to a ten-year low last year, according to the Air Transport Association of America. The 12 trunk carriers showed a net profit after taxes and interest of only slightly more than \$1 million despite record operating revenues of almost \$2 billion. The report indicated a "diminished picture" and a "most serious warning," according to Stuart G. Tipton, President of ATA. "The discouraging factor," he said, "is that in 1949, when these airlines were doing only one-fourth the business they now do, they earned ten times their 1960 profit!"....



THE INVEST IN AMERICA WEEK civic luncheon Monday, attended by nearly 800 in the Gold Room of the Fairmont Hotel, featured an address by Thomas P. Pike (center) Chairman of the Board of Trustees of Stanford University. At the left is James F. Crafts, General Chairman of the event. At the right O. R. Doerr, President of the Chamber who presided at the luncheon. Invest in American received a special award from the Freedoms Foundation of Valley Forge for its program of increasing understanding of the free enterprise system and the investment and savings support it requires from Americans.

FRED GOERNER of KCBS has won the Sigma Delta Chi Award for "distinguished service in the field of radio reporting during 1960." He was honored for his report on Expedition B-24—involving the wreckage of a plane in the Sierras—"a documentary embodying the elements of true journalism," and cited for "his strenuous and dangerous coverage of the story."....

CHRISTIAN BROTHERS BRANDY sold every fourth bottle of brandy consumed in the United States last year—outselling all cognac and brandy imports from France—according to Franz W. Sichel, President of Fromm and Sichel, Inc., New York, Chicago and San Francisco national distributor for all products made by the religious order. More than 72½ per cent of all brandies sold in the United States are American-made, he stated....

D'EVELYN-GUGGENHEIM, one of the West's longest-established advertising agencies, has merged into Lennen & Newell, Inc., according to Marshall J. Weigel, Senior Vice President in Charge, Lennen & Newell's western operations, and Richard F. Guggenheim. Guggenheim becomes a Vice President. Norman F. D'Evelyn, who founded the dissolved agency in 1921, will continue to operate under his own name as a consultant....

THE BUSINESS Communications Center, 420 Market Street, is now offering courses in letter writing, public speaking, principles of salesmanship, customer relations training, credit and collection clinic and speed reading, according to Waldo J. Marre, the Center's founder....

UNIVERSITY OF SAN FRANCISCO'S School of Nursing has received a \$15,000 award from the National Institute of Health to broaden its undergraduate curriculum in psychiatric nursing....

BUILDERS AND DESIGNERS of "high rise" apartments in the San Francisco Bay Area should check with the Bay Area Air Pollution Control District and also consult with public scavengers who will service the new buildings regarding disposal of waste, J. D. Coons, Director of Enforcement, advises. "Apartment house incinerators—particularly in larger buildings—are usually so integrated with the structure that any change in design or operation of an existing incinerator is difficult," he said, "and it is usually far less costly and more satisfactory to provide adequate incineration facilities during the design stage."....

ADDING ZEST to San Francisco's many famous attractions for the traveler this summer will be the showing of the Ailsa Mellon Bruce collection of 19th century French impressionist and post-impressionist paintings at the California Palace of the Legion of Honor in Lincoln Park. The exhibit opens June 18 and ends July 31....

PACIFIC GAS and Electric Company will begin work this summer on establishing a number of new free public camping and picnic areas on Lake Spaulding and the Mokelumne River, according to S. L. Sibley, P.G. & E. Vice President and General Manager....

CALIFORNIA ASSOCIATION of Life Underwriters has been given an award of merit by the Chamber of Commerce of the United States for "outstanding achievement in the business and public interest in attempting to develop better political understanding among its members" through its Action Course in Practical Politics....

BAY AREA oil refineries will spend an estimated \$8 to \$10 million by the end of 1962 in order to comply with industrial anti-smog regulations, according to Benjamin Linsky, Control Officer of the Bay Area Air Pollution Control District. This is in addition to more than \$10 million which the refineries spent for air pollution control equipment before the adoption of Regulation No. 2....

"THE RAPIDITY of the technological age produces a seriously high number of chronically unemployed persons, including a high number of minority workers," John F. Henning told the California Conference on Apprenticeship Committee on Apprenticeship Opportunities for Minority Groups recently at Fresno. Henning stressed the fact "that it is important to continue in the direction of creating opportunities for minority groups in apprenticeship."....

A PANEL OF EXPERTS will talk on both sides of a hot transportation issue—"Control of the Western Pacific Railroad"—when an estimated 400 California wine growers meet in San Francisco May 26 for the Wine Institute's 27th Annual Meeting. Speakers will include Western Pacific's Vice President Malcolm W. Roper, who favors acquisition by the Atchison, Topeka & Santa Fe; the latter line's Assistant Vice President T. M. Caizra; and from Southern Pacific, which also seeks control of Western Pacific, Vice President B. F. Biaggini....

New Chamber Members—



Joseph B. Morris Raymond B. Watson Frank G. Chambers Bette Imholz E. M. Larson

New members recently added to the Chamber roster include the above (left to right): Joseph B. Morris, President, *Montgomery Savings Center*, Investments, 117 Montgomery Street; Raymond B. Watson, Partner, *Business Interiors*, Designers of Commercial Furniture, 235 California Street; Frank G. Chambers, President, *Continental Capital Corporation*, Investment Trusts, 120 Montgomery Street; Bette Imholz, Owner, *Imports-Exports, International*, P.O. Box 3183, Daly City; and E. M. (Al) Larson, General Manager, *Spray Craft Auto Painting Co., Inc.*, 585 Bryant Street.

More Trees Planted



STUDENTS of George Peabody Elementary School, 250 Seventh Avenue, gathered recently for the planting of five trees in front of their school building. The five Victorian box trees were donated by the PTA, a former student's family, and Satoru Iwama of the Marina Florists. Other school plantings are planned for the area—Sutro on Funston and Frank McCoppin on Sixth Avenue.

Calendar

May 9—TRAFFIC SAFETY AND CONTROL SECTION LUNCHEON MEETING—Jack Tar Hotel, Sugar and Spice Room, 12 noon.

May 10—CAPITAL IMPROVEMENT AND LAND USE SECTION MEETING—Room 200, 10:00 a.m. to noon.

May 10—WORLD TRADE ASSOCIATION LUNCHEON—World Trade Club, noon.

May 11—HAWAIIAN AFFAIRS LUNCHEON—Commercial Club, noon.

May 17—RETAIL MERCHANTS ASSOCIATION BOARD OF DIRECTORS MEETING—Bohemian Club, 8:00 a.m.

May 17—SAN FRANCISCO ANNUAL ARMED FORCES DAY LUNCHEON—Commercial Club, 12:15 p.m.

May 17—WORLD TRADE ASSOCIATION LUNCHEON—World Trade Club, noon.

May 18-19—NORTHERN COASTAL COUNTIES TRADE TRIP, Inter-City Section.

World Trade Week Set May 21-27

World Trade Week will be held the week of May 21-27, according to E. R. Knauf, President of the San Francisco Area World Trade Association, Chamber affiliate.

"Perhaps this year—more than ever before—it is imperative that as many persons as possible obtain a fuller understanding of the benefits that world trade brings to San Francisco," commented Knauf. "This year's World Trade Week is being expanded in the light of

the current national export program and problems arising from our international balance of payments situation."

Daniel Polak, Vice President of Polak Winters and Company, has been named General Chairman of World Trade Week. Deputy Chairman is Royce Greatwood, President of California Greatwood, Inc. William C. French, foreign department, Bank of California, is Treasurer.

Salute to Industry

SF-the Medical Center of The West

San Francisco's role as the Medical Center of the West is reflected in the fact that 33 per cent of all patients admitted to its hospitals come from outside the city. Of these, many are sent by physicians in distant communities — and even in other countries.

Among the hundreds of dramatic examples during a year are patients from India, Mexico and Peru to use recently-developed light coagulators to repair retinal detachments; a U. S. airman's daughter in from Tokyo and a four-year-old Eskimo boy, both for open-heart surgery; a youthful father from Walnut Creek, whose faltering heart is now kept beating regularly and effectively by a tiny electronic pacemaker; a Fresno construction foreman who owes his life to a silicone rubber valve, implanted in a heart ravaged by rheumatic fever, which controls the blood flow to the arterial system; a hydroplane pilot, victim of a near-fatal skull fracture in a racing accident in Idaho; and many other examples.

San Francisco's 30 hospitals, mostly general and some special, include: Children's, Franklin, French, Garden, Green's Eye, Golden Gate, Hahnemann, Kaiser Foundation, Mary's Help, Mount Zion Hospital and Medical Center, Notre Dame, Polyclinic, Presbyterian Medical Center, St. Francis Memorial, St. Joseph's, St. Luke's, St. Mary's, Shriners, Sutter Towers, University of California Hospitals (two), U. S. Public Health Service, U. S. Veterans Administration (Fox Miley), Letterman General, S. F. General, Laguna Honda, Southern Pacific, Chinese, Langley Porter Neuropsychiatric Institute, and California Podiatry Hospital.

SELECTED STATISTICS, SAN FRANCISCO HOSPITALS 1960:

Number of Beds...	8,265
Number of Bassinets (for newborn)	525
Number of Employees	12,884
Number of Job Classifications	Over 125
Value of Plant and Equipment (Cost)	Over \$120 Million
Current Replacement Values	Over \$215 Million
Total Expenditures (1960)	Over \$90 Million
Payroll	Over \$60 Million
Payroll centered costs (est.)	\$4-\$5 Million
Utilities (est.)	\$3 Million
Other (Purchases, etc.)	\$22 Million
[Approx. 80% of "Other" spent locally]	
Number of Admissions	187,881
Patient Days of Service	2,515,198
Births	19,710
Lab Procedures	Over 3 1/2 Million
X-Ray Examinations	Over 600,000
Pharmacy Prescriptions	Nearly 3 Million
Number of Meals Served	Nearly 15 Million
Number of Surgical Procedures	Over 125,000
Pounds of Laundry	35,000,000

(A regular feature . . . ask your Chamber for reprints, EXbrook 2-4511)

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G. L. FOX, General Manager

M. A. HODAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Killion Keynotes Golden Gate World Trade Week

"World Trade Is Everybody's Business" is the theme of the 1961 Golden Gate World Trade Week observance beginning Sunday and ending Saturday, May 27.

E. R. Knauf, President of the San Francisco Area World Trade Association of the Chamber, said plans for the week-long observance were expanded this year "in the light of the current national export program and problems arising from our international balance of payments situation."

Educational programs in schools, harbors and throughout the business segments of the city will be aimed at "promoting the Bay Area's growing importance in the world trade picture," Knauf said.

Miss San Francisco of 1961 (Lana Green) will be crowned Miss World Trade Week at the official opening ceremonies Sunday at 1:30 p.m. in front of the World Trade Center, according to Daniel Polak, Vice President of Polak Winters & Co. and General Chairman of the week.

Highlighting the week will be the 34th annual World Trade Luncheon Wednesday noon in the Peacock Room of the Hotel Mark Hopkins. George Killion, President of the American President Lines and a Chamber Director, will speak on "World Trade and the Maritime Industry—Battle for Survival." (Tickets, \$5.50 per person, are obtainable from the Chamber World Trade Department, EXbrook 2-4511.

Other important events during the week will be the Maritime Day Luncheon, Monday, 12:15 p.m., Senator Thomas Kuchel, speaker; the International Air Cargo Day Luncheon, Thursday, 12:15 p.m., at the Sheraton-Palace, Harry A. Carter, Manager, Research and Analysis, Transport Division, Boeing Airplane Company, speaker; and the International Ball Saturday (May 27), 9:00 p.m., at the Sheraton-Palace Hotel.



George Killion



Lana Green

19 Firms May Locate Here

Nineteen manufacturing firms in the South, Midwest and East have expressed an interest in the San Francisco Bay Region, representing a potential spending of about \$130 million here, Lewis M. Holland, Industrial Manager of the Chamber of Commerce, reports as a result of a prospecting tour.

Holland, immediate Past President of the American Industrial Development Council, attended the annual meeting of that group in Dallas and then called on 40 firms in Texas, Louisiana, Pennsylvania, New York, New Jersey, Ohio, Michigan and Illinois. The corporations had contacted the Chamber during the past year regarding bay region business location possibilities.

The interest shown by 19 of the 40 is an unusually high proportion, he said. Principal fields of the new firms are light metals, glass products, electronics, chemicals and pharmaceuticals.

The interest shown points to a good year in bay region industrial development to support population growth, Holland, who makes at least one new industrial trip a year on behalf of the Chamber and the area economy, said.

S. F. Quotes

"There is no town, no city in the world — ancient or new — that could compete with the potential 'city beautiful' of San Francisco. I say potential because we have too often neglected its very assets and possibilities."

—Eric Mendelsohn, Architect, 1950

1960 WORLD TRADE IN S. F. CUSTOMS DISTRICT

Led by a 31.8 per cent increase in exports, world trade through S. F. Customs District in 1960 reached a new high of \$1.2 billion, surpassing 1959, the former record year, by 15.7 per cent.

An aggressive export program in San Francisco helped push the value of exports to \$721 million, while over \$520 million in imports came into Northern California. 1960 imports fell 1 per cent shy of the 1959 record.

Out of the total Pacific Coast international trade, San Francisco had 29.4 per cent of the exports (compared with 32.9 per cent in 1959), and 28.8 per cent of all imports (compared with 28.4 per cent in 1959).

For All The World to See



FOUR-COLOR PHOTOMURALS of this scene have been purchased in quantity by the Publicity Department of the Chamber to answer display requests from all over the world. The mural is 58 inches by 38 inches. The \$5 price includes a tube for mailing. A smaller version costs \$1.50, including mailing tube.

Chamber OK's Federal Aid for Bay Transit Service

Proposed federal financial assistance for metropolitan transit has been approved in principle by the Board of Directors of the Chamber.

Action of the board followed studies and hearings undertaken by the Chamber Mass Transit Section of which Arthur C. Jenkins, consulting engineer, is chairman, the Chamber Regional Problems Section, of which Thomas F. Casey, Jr., attorney, is Chairman, and the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary, Matson Navigation Company, is Chairman.

Federal aid is being sought through legislation, embodied in S. 345 which proposes enactment of the "Urban Mass Transportation Act of 1961," in keeping with the federal government's policy of assisting and encouraging the development of adequate public transportation throughout the country, including subsidies to railroads, airlines and other transportation facilities.

Capital requirement for the Bay Area transit systems is estimated at about \$1,152,000,000, excluding rolling stock. Of

this total about \$127 million is represented by the trans-bay underwater rapid transit tube connecting downtown San Francisco with downtown Oakland, to be financed by the California Toll Bridge Authority through issuance of revenue bonds serviced out of surplus Bay Bridge tolls—a commitment already made by the state legislature. The rolling stock will be financed through equipment trust certificates payable from passenger fares.

"The Bay Area Rapid Transit District is faced with a capital financing requirement that is in itself exceedingly large and also is faced with a deficiency in borrowing capacity under existing state law. Thus the Chamber naturally is very much interested in the possibility of federal financial assistance," G. L. Fox, Chamber General Manager, said.

The chief proposal now before the U. S. Congress dealing with this subject is the Williams Bill (S. 345), introduced in January by Senator Harrison A. Williams, Jr., of New Jersey and 17 co-authors, including Senators Thomas H. Kuchel and Clair Engle of California.

New Chamber Members—



Abner I. Binn

A. E. Hendricson

Edwin E. Braden

Marshall T. Bethel

Beall Ernst

New members who have recently joined the Chamber include the above (left to right):

Abner I. Binn, Vice President, Muzak Company, Inc., and Muzak Corporation ("Music by Muzak"), 960 California Street; Alvin E. Hendricson, Attorney, 100 Bush Street; Edwin E. Braden, Owner, Braden Tourist, Inc., International Travel Agency, 210 Post Street; Marshall T. Bethel, District Manager, Greater San Francisco Bay Area offices, Executive Exchange, Inc., 2323 Polk Street and 320 Chamber of Commerce Building, Oakland; and Beall Ernst, President, Ernst, Inc., Manufacturers and Wholesalers of Men's Ties, 712 Sansome Street.

Chamber Backs New Tax Bill

Assembly Bill No. 525, which would provide that tangible personal property shall be assessed on a quarterly basis instead of the first Monday of March at the option of the manufacturer, wholesaler or retailer and that the lien date be changed from the first Monday in March to the first day of March, has been approved by Chamber directors.

Action followed a study and recommendation by the Tax Section, of which E. V. Donovan, Tax Manager of California & Hawaiian Sugar Refining Corporation, is Chairman.

"This bill, introduced by San Francisco Assemblyman Milton Marks in the interests of improving California's business climate, would give deserved relief to certain manufacturers, wholesalers and retailers who, due to their specialized nature, suffer unduly under the present practice of assessing inventories on the first Monday in March," Donovan said.

Role of City in Developing Industry Discussed at Lunch

Howard Reese, City Manager of Fremont, will discuss "The City's Role in Industrial Development" at an Industrial Development Club luncheon Tuesday, 12:15 p.m., in the Commercial Club.

Taxes Jeopardize Business Climate

If the state cannot hold the line on new expenditures there will be "an exodus of business out of California to more conducive climates," John A. Buserud, San Francisco Assemblyman, predicts.

Speaking to San Francisco and Los Angeles chapters of the Tax Executives Institute at their annual meeting in Yosemite, Buserud declared the state government would "render a disservice to industry if it fails to keep management informed of the many proposed new laws which would adversely affect the business climate."

"We must prevent a continuation of the trend of spiraling expenditures and taxes—we now have the heaviest tax burden of any state in the Union," he continued. "With our staggering population increases, we must have all the new industry we can to provide new jobs, big payrolls and necessary consumer products."



TENANTS of the new Bethlehem Building, 100 California Street, inspect a scale model of the Golden Gateway Project to see how the area adjacent to their building will look. The model, to be on display in the lobby for about a month, was loaned by the Perini Corp., whose proposal for redevelopment of the 19.7-acre area was approved last year by the San Francisco Redevelopment Authority.



JAMES T. DOTY, President of Bear Photo Service of San Francisco (center), puts his signature under that of Robert Bremson (left), President of Bremson Photo Industries, Kansas City, and George S. Cullen, Chairman of the Board of Crown Photo, Inc., Washington, D. C., to mark the recent merger of the three companies into the second largest photoprocessing organization in the United States.

Hitting the High Spots

with JIM WARNOCK

JAMES J. PACKMAN, Editor of the *San Francisco Progress* for the past year, has been appointed Director of Public Relations for the Golden Gate National Bank, according to Jacob Shemano, President of the institution. Packman was Managing Editor of the *Milwaukee Sentinel*, the *S. F. Call-Bulletin* and Associate Editor of the *Newark Star-Ledger*.

DAN E. LONDON, 1960 Chamber President and the Managing Director of the St. Francis Hotel, has been acclaimed "San Francisco's most distinguished salesman for 1961" by the San Francisco Sales Executives' Association, John Neukom, Association President, presented the gold "Oscar" to London. Last year's trophy winner was Mayor George Christopher.

MERGER OF UNITED AIR LINES with Capital Airlines—effective June 1—should result in big increases in employment, payrolls and spending at San Francisco International Airport, according to A. M. de Voursney, UAL Executive Vice President for Administration. Employment should increase from 3,700 to 4,300 persons; payrolls are expected to climb \$2.5 million this year from last year, and spending from \$44 million in 1960 to between \$47 million and \$50 million this year.

DR. FRANZ MEYERS, President of the Federal Council of the Federal Republic of Germany, was the guest of honor at a world business luncheon meeting of the San Francisco Area World Trade Association yesterday noon at the World Trade Club.

AN AFRICAN INFORMATION SERVICE department has been established by John L. Wilks & Associates and will keep files on key African personnel in the U.S. and in Africa, and on Americans in official and business positions who have important connections with African countries.

THE PICKWICK MOTOR HOTEL, 85 Fifth Street, has added new and extended facilities, including new conference and directors' rooms available for groups of 10 to 100, according to O. C. Campbell, General Manager.

CLARENCE D. MARTIN, Jr., Under Secretary of Commerce for Transportation, will speak at the annual National Defense Transportation banquet Friday at The Village under the sponsorship of the S.F. Bay Area Chapter of the National Defense Transportation Association and the S.F. Chapter of the Association of the U.S. Army.

THE PACIFIC BALLET, directed by Alan Howard, will give performances Tuesday and Wednesday (May 23-24) at Veterans Auditorium. Opening night features the daring ballet, "Miraculous Mandarin"—choreographed by Marc Wiplo to music by Bartok—in addition to Simple Symphonies, Rounds, and the Pas de Deux from Don Quixote.

S. F.'s Disaster Council will hold a course in fire defense, free to the public, Thursday, June 1, from 7:30 p.m. at the Corps headquarters, 45 Hyde Street. A session dealing with psychological defense is scheduled Thursday, June 8, according to Director A. C. Cook, R. Adm., USN (Ret.).

"PROJECTS IN SAN FRANCISCO, New Orleans, Boston and Houston, plus a tremendous new project proposed for New York City spearhead a worldwide movement for international business centers," John T. Galvin, Managing Director of the New England World Trade Club told the World Trade Association at a recent reception given to a 15-member New England trade mission at the World Trade Club.

DR. HENDRIK J. VAN ECK, Chairman and Managing Director of the Industrial Development Corp. of South Africa, was guest speaker of the San Francisco Area World Trade Association, Chamber affiliate, May 4 at the World Trade Club.

BAY AREA PRINTERS and lithographers have amalgamated in an effort to increase their industry's production. Ben Hansen, Chairman of the printers' division of the Graphic Arts Employers Association, and Carl Schmidt, Chairman of the lithographer's division, have jointly stated that three separate units of the association have been abolished. From now on the two crafts will be recognized as a single industry by the Association in labor relations, business promotion and most trade association activities. The Graphic Arts Employers Association represents 83 printing and lithographic plants in eight Bay Area counties. Printing, publishing and allied trades—for many years San Francisco's second largest industry—presently employs some 11,000 men and women in San Francisco. More than 20,000 are employed throughout northern California with about 19,000 in the six-county Bay Area.

ANOTHER EXAMPLE of the growing importance of the West Coast in industrial development is the 1961 Casting Congress, held here last week—the first time in its 65-year history that the American Foundrymen's Society has met here. More than 5,000 persons attended the week-long meeting at the Sheraton-Palace Hotel.

NEED FOR EXPANDED fire prevention programs, particularly in national forests within this state, has been emphasized by Dr. Robert Gordon Sproul, Chairman of the State Chamber Natural Resources Committee who warns that "most areas in the state will experience the driest conditions they have had since 1931. The cumulative effect of drought conditions of the last two years increases the serious fire menace to our forest and range lands."

INCREASED EXPANSION of foreign investments and export trade by West Coast firms has resulted in the announcement by Barnett and Reef Associates, New York international public relations counselors, that the San Francisco firm of Gross and Roberts will represent them in northern California.

ARCHITECT DON HATCH has joined Belton White, Jack Hermann and Allan Steinau, architects with offices at 680 Beach Street. Hatch is well known for many fine works in North and South America. The firm now will be known as Hatch, White, Hermann, and Steinau.

KCBS RADIO won the two AM radio industry awards presented this year by the Radio-Television Guild of San Francisco State College. One award cited the program "At Your Service" as "the finest locally produced AM radio program series in the public interest" and the other honored the station for the finest overall AM radio program scheduling in the public interest throughout the year.

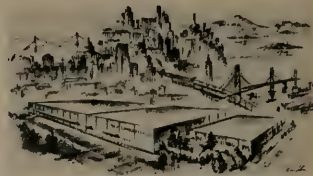
KRON-TV has been honored by the Radio-Television Guild of San Francisco State College for its Assignment Four series. Assignment Four, cited as "the finest locally produced program series in the public interest," was the only program to receive an award in this category.

DOROTHY LIEBES, "First Lady of the Loom," will highlight Market Week activities in San Francisco when she speaks at a National Home Fashions League luncheon Wednesday, July 19, in the Western Merchandise Mart. Internationally celebrated as a textile designer and color consultant, Miss Liebes will speak on "The Universality of Design."

GUIDED TOURS of United Air Lines' "pushbutton" maintenance base near San Francisco International Airport are now being offered each day, Mondays through Fridays, 10 a.m. and 2 p.m. A complete tour of the facility takes about 1½ hours. Special requests for group tours may be made by calling United Air Lines' visitor service representative, JU60 8-2424, Extension 3173.

MORE THAN \$2 MILLION in additional contracts have been awarded to western producers of defense material and services by the San Francisco Ordnance District. Out of that total, \$1,793,914 of the work will be performed in the Bay Area.

CONSOLIDATED sales of Bemis Bro. Bag Company and its subsidiaries for the first three months of this year were \$33,471,357 compared to \$32,419,792 a year ago. Net income was \$748,603 compared with \$724,749 for the similar period last year.



W. J. LANCASTER CO., home appliance and TV distributor, is moving into a new office and warehouse building at 660 Mariposa Street, now being constructed at a cost of more than \$700,000. Located in the new Southern Pacific Mission Bay Industrial Park, the new building will be "the last word" in appliance and television distributing efficiency.

VALEDICTORIANS of the city's June high school graduating classes will be honored with a civic luncheon Friday, June 2, at the Commercial Club under the sponsorship of the Chamber. Principal speaker will be Reginald H. Biggs, President of the White House.

ALL ASPECTS of Emergency Economic Stabilization—including controls for banking, money, credit, currency, taxes and sharing of war losses, consumer rationing, rent, price, wage and salary controls—will be discussed at the Regional Economic Stabilization Conference Wednesday through Friday (May 24-26) at the Sheraton-Palace Hotel.

JACK H. HOW, President of Western Machinery Company and 1959 Chamber President, has been elected to the Board of Directors of Arthur G. McKee and Company of Cleveland. Western Machinery (whose operations are conducted by its Western Knapp Engineering Co. and WEMCO divisions), became a wholly-owned subsidiary of McKee in January.

PRESIDENT T. S. PETERSEN of Standard Oil Company of California, who reaches the retirement age of 65 in October, views the future of his company with "overwhelming confidence." Future growth and diversification, "unmatched by any progress achieved in the past, is in prospect for America's petroleum industry in general," he told Standard's stockholders recently.

PACIFIC GAS and Electric Company plans to double the size of its Contra Costa power plant in eastern Contra Costa County near Antioch by an investment of \$73 million, according to P. G. & E. President N. R. Sutherland. The project will add 660,000 kilowatts of electric generating capacity to the new plant, raising the total to 1,270,000 kilowatts. Work is scheduled to begin in spring of next year with completion timed for mid-1964.

THE NORTHERN CALIFORNIA Photo Queen and Miss Universe Beauty Contest will be held at the Hall of Flowers, 9th Avenue and Lincoln Way, the weekend of May 26 under the sponsorship of the San Francisco Recreation and Park Department's Photography Center.

THE FOGHORN, University of San Francisco's student publication, has been named the top newspaper in its class in national competition for the 15th time. The Associated Collegiate Press, national association of college newspapers with a professional rating service, awarded *The Foghorn* an All-American honor award for issues published between September, 1960 and January, 1961.

VICE ADMIRAL William J. Marshall, USN (ret.), President of the Bourbon Institute, left here recently on a world tour to explore market potentials for Bourbon in the Philippines, Japan, Australia, New Zealand and Malaya. Before returning to the United States he will attend the annual meeting of the *Federation Internationale des vins et Spiritueux* in Stresa, Italy.

SHIP TRAFFIC in San Francisco Bay and river ports was heavier during April than in any previous month this year, the Marine Exchange reports. Vessel movements in and out of the Golden Gate totaled 886—an average of one vessel every 50 minutes throughout the month.

New Administrative Assistant Appointed

George Krusz, former U. S. Marine Corps information officer, has been appointed Administrative Assistant to G. L. Fox, Chamber General Manager. Krusz, a native of Tulsa, Okla., attended schools in North Carolina and Texas and obtained a B. A. degree at Principia College, Elmhurst, Ill. He served as a First Lieutenant in the Marines with the 3rd Marine Division in Okinawa in 1959. He also has worked in the publicity departments of the San Antonio and Pasadena chambers of commerce.



George Krusz

Calendar

May 21—**AGRICULTURAL COMMITTEE LUNCHEON**—Garden Room Fairmont Hotel, noon. Speaker, O. W. Fillerup, Exec. Vice-President, Council of Calif. Growers.

May 23—**INDUSTRIAL DEVELOPMENT CLUB LUNCHEON**—Mr. Wood, Commercial Club, noon.

May 24—**BUILDING CODE SECTION LUNCHEON**—L. M. Holland, Commercial Club, noon.

May 24—**The 34TH ANNUAL WORLD TRADE WEEK LUNCHEON**—Hotel Mark Hopkins, Peacock Room, noon.

May 24—**CONTACT CLUB**—John Hancock Bldg., 3rd Floor 255 California, 10:45 a.m.

May 25—**SHIPBUILDING AND SHIP REPAIR**—Mr. Wood, Commercial Club, noon.

May 31—**WORLD TRADE BUSINESS LUNCHEON**—World Trade Club, noon.

June 2—**VALEDICTORIAN LUNCHEON**—Commercial Club, noon.



CHECK THIS!—George Feldman of Cogswell Polytechnical College, General Chairman of the 4th Annual Motor Vehicle Safety Check sponsored by the Chamber, was in good company at Tuesday's kickoff of the 3-day check which ends today. To his left is Miss San Francisco (Lana Green). Keeping things in order is Chief of Police Thomas F. Cahill.

'The Cup That Cheers'



AL ENDERLIN of Crocker-Angelo Bank is presented the May Contact Club Man of the Month Award by William J. Bird, Membership Chairman and Western Vice President of John Hancock Mutual Life Insurance Company. Left is G. L. Fox, and next to him is F. Paschal Gailot, Chamber Director and Senior Vice President and Senior Loan Officer of the Crocker-Angelo National Bank. Enderlin made four sales for the month.

New Zoo Folder Out

A new folder on the San Francisco Zoo has been published by the Chamber.

Written and edited by the Chamber Publicity Department and designed by Lennen and Newell (San Francisco advertising agency) for the Chamber and the San Francisco Zoological Society, it includes a new map of the recently expanded facility, pictures of some of the most popular animals and such related facilities as the merry-go-round, Storyland and the cable car and steam locomotive in the playground.

Copies of the folder may be obtained from the Research Department of the Chamber or from the Society.



Aviation Section Members Meet at Lockheed Aircraft

Aviation Section members are holding a meeting at the Lockheed Aircraft Corporation research laboratories in Palo Alto today. Fred L. Ellsworth, division aviation manager, Shell Oil Company, is Chairman of the Section.

Herschel J. Brown, Vice President and General Manager of Lockheed Aircraft Corporation and a member of the Chamber Aviation Section, will greet Aviation Section members at 11 a.m.

TRYING TO ENLIST a legion of new followers for the San Francisco Symphony Orchestra is "Legionnaire" Andrew White (right) of Richmond Pioneer Investment. To his left is Mrs. Karl Witkovich of San Mateo. The Symphony Foundation is currently driving to enlist 5,000 members, \$10 each, with a goal of \$50,000, to help support the symphony from private funds.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

VOLUME 18 • NUMBER 11 • JUNE 2, 1961

SAN FRANCISCANA—

Ice Follies--a SF Tradition



Shipstads and Johnson Ice Follies—which is proud that San Francisco is home to its far-ranging activities—opens its 23rd season here June 14 at Winterland.

Starting and finishing point of its yearly circuit of 21 leading cities and its 20,000-mile trek is San Francisco.

Members of the cast are continually recruited from the ice rinks of the San Francisco bay area. Many of the skaters make their permanent homes here. Stars of the Ice Follies usually settle in the area where they retire from the glamorous but exhausting blend of art and athletics that characterizes professional skating.

Every summer Roy and Eddie Shipstad and Oscar Johnson book the Follies into San Francisco for four months—a longer stay than in any other city.

While the show is playing its exclusive northern California engagement—which draws an estimated 430,000 spectators from all parts of California, Oregon, Idaho and Nevada—next year's show goes into rehearsal on the great Winterland rink, largest sheet of artificial ice in the world.

The Follies draws some 250,000 out-of-town visitors to San Francisco every year. Nearly \$10 million is spent, as a result, on lodging, food, transportation and entertainment.

The sales campaign for the next show begins the day this year's show closes. By contacting bay area business and professional organizations, they book more than 2000 groups nightly at block ticket rates. Every April they send more than 167,000 mail order ticket forms to a carefully culled list. About \$2,000 is spent a year recording deaths and changes of address—yielding a 34 per cent return compared to the usual 10 per cent on ordinary business and mailing lists.

To attract incoming tourists some 180,000 brochures are distributed annually to San Francisco hotels and motels.

Like the refreshingly cool fog of summer mornings, the Ice Follies mean "cool" vacation fun in "The City" to thousands of northern Californians—true San Franciscans.

Business and Fair Employment to Be Discussed

"Fair Employment: a Self-Appraisal for Business Men" will be discussed by Dwight R. Zwok, Corporate Personnel Manager of North American Aviation and a member of the State Fair Employment Practices Commission Thursday, June 15, during a luncheon

meeting at Torino's.

"The talk will point out the economic advantages in equal employment policies for business organizations," Frank Quinn, Executive Director, Council for Civic Unity, said in announcing the event.

Miller Elected To ICC Post

Charles C. Miller, Chamber Transportation Manager, has been elected District Vice President (California, Nevada and Arizona) of the National Association of Interstate Commerce Commission Practitioners.

Miller, elected to the post at the recent ICC meeting in Denver, has been instrumental in bringing additional carrier service to San Francisco—including such air lines as Lufthansa German Airlines, British Overseas Airways Corporation and West Coast Airlines.

He also played a key role in adding a third nonstop carrier service between San Francisco and the Atlantic seaboard—American Airlines, Inc.—and additional service between the West Coast and Europe via the polar route—Pan American World Airways and Trans World Airlines, Inc.

Large Manufacturers' Directory Published

An updated directory of large manufacturers for the 13 bay region counties has been published by the Chamber, according to Ralph J. Wrenn, Chairman of the Domestic Trade Committee and President of Stecher-Traung Lithograph Corporation.

Research was coordinated by the Domestic Trade Department with cooperation of bay region chambers of commerce.

The directory includes 1,100 listings of all manufacturers with 25 or more employees in San Francisco and, in the other bay counties, those with 250 or more employees.

The directory will sell for \$1 to Chamber members and \$3 to others. Copies are obtainable at the Domestic Trade Department.

Contact Club Adds 42 New Memberships to Chamber Roster

Forty-two new memberships have been accrued by the Contact Club in the span of 19 weeks, according to Ed Collins, chairman.

To date some 1,228 initial contacts have been made, 871 interviews achieved, and 390 call-backs recorded.

An orientation and assimilation meeting for new Chamber members—the first of a series—will be held today, 9:45 a.m. to 10:45 a.m., third floor, John Hancock Building, 255 California Street.

Space Age Conference Set

Information for exhibitors who plan to participate in the Western Space Age Industries and Engineering Exposition and Conferences, April 25-29, 1962 at the Cow Palace, is now available in the Chamber Industrial Department.

Business Activity Through April, 1961

I. SAN FRANCISCO ACTIVITIES:

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS

Residential Permits	Number	80	-20.8	289	-19.7
Total permits issued	Number	1,127	12.8	4,451	21.7
Residential permits	Value	2,570,755	-52.4	9,829,765	-49.8
Non-residential	Value	2,547,500	-13.3	14,148,400	-20.5
Additions, alterations, repairs	Value	1,821,343	-69.8	11,864,108	-5.3
Total value of permits	Value	6,939,166	-52.3	35,880,271	-28.7
Dwelling units authorized	Number	236	-48.8	879	-40.1
Single-family units, new	Number	46	-17.9	180	-20.7
Two-family units, new	Number	12	-25.0	42	-27.6
Multi-family units, new	Number	178	-54.3	657	-44.5

REAL ESTATE

Deeds recorded	Number	1,400	-2.9	5,543	-4.5
Mortgages and deeds of trust	Number	1,643	10.4	6,343	9.1
\$ Amount	\$ Amount	26,078,357	-0.4	101,608,653	14.5

FINANCE

Bank deposits	\$000	5,216,390	7.3	21,157,664	10.9
Postal receipts	\$	3,052,971	-4.5	12,523,225	2.0
Pacific Coast Stock Exchange	shares traded	10,514,425	247.8	31,144,601	116.1
Market value	\$	121,917,250	63.9	483,763,114	60.0
San Francisco Mining Exchange	shares traded	2,660,139	223.3	6,149,459	70.7
Market value	\$	530,501	445.5	937,861	68.3
Retail Department Store sales	Index*	120.7	-7.1	114.0	-9.1
Commercial failures	Number	9	-18.2	53	39.5

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	11,401(a)	-8.5	33,591(b)	-7.6
Passengers off and on	Number	143,640(a)	3.8	997,413(b)	4.8
Total mail by air	Pounds	5,627,546(a)	33.1	14,658,813(b)	25.5
Air express loaded, unloaded	Pounds	701,366(a)	16.7	2,364,027(b)	10.7
Air freight loaded, unloaded	Pounds	9,745,985(a)	15.7	25,314,036(b)	4.7
Express shipments, air	Number	14,675	-6.5	61,336	-1.4
Express shipments, rail	Number	46,933	-12.5	204,518	-5.2
Freight car movements	Number	10,907	-9.9	41,354	-9.1
Truck movements—San Francisco bridges	Index*	170.8	-1.4	169.8	1.0

PORT OF SAN FRANCISCO

Total	Revenue tons	391,507	-19.6	1,646,490	-11.6
Coastwise	Revenue tons	18,553	136.7	51,231	42.2
Inland waterway	Revenue tons	147,501	-20.3	575,747	-10.1
Intercoastal	Revenue tons	18,421	-24.6	68,430	-36.3
Foreign	Revenue tons	206,562	-23.3	953,555	-9.9

UTILITIES

Electric energy sales	Index*	169.8	4.1	179.7	5.0
Gas sales, industrial and commercial	millions of cu. ft.	66.9	2.6	648,316	3.1
Water consumption, industrial and commercial	millions of cu. ft.	113.35	1.2	451.08	-0.3
Water consumption, residential	millions of cu. ft.	113.35	1.2	451.08	-2.4

VISITOR AND NEWCOMER INQUIRIES

San Francisco Consumer Price Index	Index*	1724	-27.1	7,762	-17.3
All items	Index*	133.8(a)	1.7	133.8(b)	1.7

II. BAY AREA ACTIVITIES:

CONSTRUCTION PERMITS (9 Counties)					
Total permits authorized	\$ millions	85.09	3.0	299.91	8.2
Residential only	\$ millions	46.84	-2.9	163.16	-0.1
Dwelling units	Number	4,366	2.5	15,507	4.7

EMPLOYMENT (6 counties)

Total	Number	1,140,100	0.6	1,132,300	1.3
Agriculture	Number	16,900	-3.4	15,000	-7.5
Construction, contract	Number	70,900	-5.1	68,180	-1.8
Manufacturing	Number	196,400	-5.2	198,750	-3.5
Trans., comm., utilities	Number	106,000	-1.0	105,280	-1.7
Wholesale trade	Number	87,500	1.7	82,330	1.8
Retail trade	Number	175,500	0.6	174,520	0.9
Finance, insurance, real estate	Number	133,500	4.1	75,150	4.3
Services	Number	203,800	3.6	201,800	3.3
Government, Federal, State, Local	Number	208,800	4.0	202,120	4.7

UNEMPLOYMENT	Number	72,800	33.1	80,380	34.4
% of work force		6.0	30.4	6.6	29.4

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index*	75.4	0.1	79.9	7.3
San Jose	Index*	300.4	-1.4	279.1	4.5

WAGES (Average weekly earnings)

Manufacturing (6-county area)	Dollars	111.74(a)	4.0	110.78(b)	3.4
Construction (6-county area)	Dollars	139.35(a)	4.1	139.72(b)	10.1
Retail trade (6-county area)	Dollars	83.43(a)	4.6	83.82(b)	3.5
Manufacturing (Santa Clara County)	Dollars	107.98(a)	-2.7	108.24(b)	0.3

TRANSPORTATION

Freight car movements in 11 Bay Area Cities	Number	45,248	-9.0	173,771	-9.1
Traffic into northern California	Number	72,631	4.3	266,109	20.1
Out of state passenger cars	Number	175,081	4.1	632,001	18.4
Cargo Vessels (San Francisco Bay)	Number	436	12.7	1,640	-2.0
Arrivals	registered tons	2,144,494	6.6	8,245,709	-6.1
Departures	registered tons	450	10.5	1,640	2.6
	registered tons	2,176,653	-0.7	8,402,192	-1.2

VEHICLE TRAFFIC

Bay Bridge Vehicle Crossings	Number	3,315,251	0.5	12,785,879	4.4
Golden Gate Bridge Crossings	Number	1,661,698	5.8	6,248,813	7.7

WORLD TRADE (San Francisco Customs District)

Imports	(\$ value)	29,729,056(c)	-32.6	68,086,064(d)	-19.1
Exports	(\$ value)	61,776,668(c)	12.4	114,776,003(d)	-7.2

FRUITS AND VEGETABLES

LIVESTOCK SLAUGHTER	Carlots	3,677(a)	8.5	9,591(b)	-8.3
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*Index based on 1947-49 average = 100. (a) March; (b) 3 months; (c) February; (d) 2 months.



"SAFETY FIRST"—Claude A. Biniarz, Safety Supervisor of Pacific Telephone and Telegraph Company (left) and Jim Silacci, Service Manager, Galland Linen Service, team up in the recent Chamber Voluntary Motor Vehicle Safety Check. Some 15 check-lanes were opened in a cooperative venture of employers and employees of many of the city's leading firms.

Coastal Days Event Slated June 15-16

Invitations have been mailed to community and civic leaders of 16 northern California counties inviting them to attend "Coastal Days—1961" Thursday and Friday, June 15 and 16, according to Jack H. How, President of Western Machinery Company and Chairman of the event.

A welcome breakfast is scheduled Thursday (June 15) at 8:15 a.m. at the St. Francis Hotel. Industrial tours that day include a visit to the Ghirardelli Company, Bank of America Service Center or Bethlehem Steel Company. Afternoon activities include a baseball lunch, a baseball game (Giants vs. Braves), and a cocktail party at the World Trade Club.

Highlight of Friday (June 16) activities include a "300 Million Dollar Tour," a tour of San Francisco Naval Shipyards, and a cruise aboard the Great Golden Fleet of the Chamber.

Golden Gate Bridge Lithograph Available

Four-color lithographs of the Golden Gate Bridge with San Francisco in the background are available in quantity from the Publicity Department although initial supplies were exhausted following the initial announcement in the last issue of Bay Region Business.

The print is 58 inches by 38 inches, suitable for large offices and displays. The price, \$5, includes a sturdy mailing tube for mailing to friends abroad.

Telegraph Hill Height Limitation Is Supported

Directors of the Chamber have voted to support retention of the forty-foot height limitation in the Telegraph Hill Area located between Grant and Sansome and Union Streets and Broadway.

Action followed the recommendation of the Civil Development Committee, of which George F. Hansen is Chairman, and the Capital Improvement & Land Use Section, of which F. Marion Donahoe is Chairman.

\$28 Million Outlay for New Factories and Expansions

More than \$28 million was committed for industrial plants and expansions in northern California for the first two months of this year, according to the Industrial Department.

Out of that total more than \$16 million was committed for 146 expansions and more than \$11 million for 42 new factories in northern California's 48 counties.

Hitting the High Spots

with JIM WARNOCK

HARBOR POINT'S 200-foot Kaiser Aluminum dome (Marin County) will be the largest erected thus far in the United States and also the first dome building to be used as a shopping center. The gold-anodized "Harbor Dome Bazaar" is the latest dramatic utilization of the Kaiser stressed-skin concept. . . . Safeway Stores, Incorporated, is leasing half of the 30,000 square foot space in the geodesic dome, according to Quentin Reynolds, Manager of Safeway's San Francisco Retail Division. "We believe the combination of beauty and novelty in the design will create an impact of interest and excitement that can be translated into an advertising asset," Reynolds said. . . .

THIS YEAR SOME 95 million Americans and their families will spend an estimated \$21.2 billion seeing historic sites, national parks and new wonders in the United States, according to a poll of state tourist offices, chambers of commerce and city visitors and convention bureaus conducted by American Express for its May Survey. . . . Tourist income for San Francisco will hit about \$95 million, according to the survey. . . .

ORGANIZED IN the interest of service clubs, professional and business groups, Club Office Management Service has been formed to relieve associations of details in day-to-day operations. Located at 126 Post Street, Club Office Management Service offers clubs such services as membership mailings, book-keeping, bulletin writing, duplicating, billings, committee reports, minutes and promotions. Ed Meehan, founder of the service, is the supervisor. . . .

PACIFIC FAR EAST LINE'S service from the Pacific Coast to Guam and other intermediate Pacific Islands, has been transferred to its wholly-owned subsidiary, Pacific Micronesian Line, Inc. Pacific Micronesian, which has been operating between Guam and various other Pacific areas for the past decade, is now extending "The Island Route of the Pacific" to embrace those transpacific unsubsidized services to and from the Pacific Coast. . . .

MARCIA SOLMSEN has been appointed Field Director for Gould, Gleiss & Benn's northern California operations in the field of market research, according to Howard L. Benn, President of the firm. . . .

THE APARTMENT HOUSE Directory of San Francisco publication has moved its offices to 225 Glenview Drive, San Francisco 27, according to Paul J. Donaldson, publisher. Now in its sixth year of publication, the Apartment House Directory, a highly reliable source of information and an excellent contact list, has been used successfully by many bay area firms. . . .

AMERICAN PUSH BROOM Company of San Francisco is observing its 50th anniversary this year by the introduction of an improved model of its well-known "freeway" broom. The new broom has an abrasion-resistant fill made from duratex, a plastic fibre developed from the company's own formula. . . .

BECHTEL CORP. of San Francisco has been selected as prime contractor by Tidewater Oil Company for the construction of the West Coast's first large commercial isocracking plant at its Avon Refinery. Construction of the \$20 million plant is scheduled to be completed in mid-1962. [Isocracking is a catalytic hydrocracking process that converts cracked or straight-run hydrocarbon distillates to over 100 per cent yield of high-octane gasoline.] . . .

LEGISLATION WHICH WILL remove the need for individual notarization on the several million export declarations filed annually with the government by American shippers has been unanimously approved by the U. S. Senate, the Marine Exchange has been informed by Senator Clair Engle of California. An estimated 150,000 man-hours a year will be saved by striking the obsolete provision, according to Pacific Coast interests. Senate action — and enactment by the House — will be another major step towards elimination of maritime and trade "red tape." . . .

TOURS, INC., with headquarters at 26 O'Farrell Street, San Francisco, is offering custom-arranged trips to California's romantic wine country as a starter followed by similar arranged-to-order visits to other points of interest in the San Francisco bay area and northern California. . . .

O. W. FILLERUP, Executive Vice President of the Council of California Growers, addressed the Agricultural committee of the San Francisco Chamber of Commerce last week in the Garden Room of the Fairmont Hotel. . . .

MATSON LINES has entered the realm of radio with a 10-minute show called *Seaway to Hawaii*, starring Dave McElhatton over CBS Pacific coast network Tuesdays, Wednesdays and Thursdays. Written by Nelson Shreve and John Burns of Fuller, Smith & Ross, San Francisco Matson Lines' advertising agency, the shows are produced in the studios of KCBS under the direction of Mike Feliz. . . .

A. JAMES McCOLLUM, Manager of the Advertising and Publicity Department of the Pacific Gas and Electric Company, has been named President of the San Francisco Advertising Club. Other officials: Vice President — Charles R. Stuart, Jr., Advertising Manager, Bank of America NT & SA; Secretary — Mrs. Alice Albert, Manager, Classified Telephone Sales, the San Francisco Chronicle; and Treasurer — Mrs. Muriel Tsvetkoff, Director of Development, Golden Gate College. . . .

FIRST EMPLOYMENT DIRECTORY of its kind in the nation is under preparation by Jobs in California Newsletter and will be off the press September 1, according to Ben Tarnutzer, Editor and Publisher. The book will be valuable for college and university placement officers and high school counselors. It will list California employers, addresses, telephone numbers, names and titles of personnel heads, average total employment, job categories. Yearly subscribers to Jobs in California can purchase the 132-page directory for \$5.00, a saving of \$2.50 over the published price of \$7.50. Copies may be ordered in advance of publication from Mr. Tarnutzer at DO 2-6979. . . .

THE SECOND ANNUAL AMERICAN Composers Workshop—including some 30 scores selected from more than 100 entrants from the U.S. and Canada —will be held Monday, June 12, through Saturday, June 17, at 8:30 p.m., according to Dr. Robin Lauffer, Director of the San Francisco Conservatory of Music. The orchestral programs will be held at Veterans' Auditorium and all other performances in the Conservatory's auditorium, 1201 Ortega Street. Admission is free. . . .

STATION J, the old PG & E powerhouse on Sacramento Street near Montgomery, will become "San Francisco's Steak Club" with transformation of its interior into a night club and restaurant scheduled early in July under the ownership of Frederick B. Edwards, Lawrence A. G. Haley and Robert K. McAfee. Heffron & Moulton is the architect and engineer firm; Reese H. Lewis, interior designer; Harry Jensen, general contractor; and Barth, Hughes & Hinkle, public relations counsel. . . .

THE POUNDING of the gavel will be heard Tuesday through Saturday of next week over KQED-TV, Channel Nine, which will hold the largest auction in the history of the non-commercial station, according to Mrs. Mortimer Fleishacker, III, Promotion Chairman. . . .



'Fiat Lux'

SYMBOLIC LIGHTING of street lamp inducts Norman R. Sutherland, President of the Pacific Gas and Electric Company, into The Lamplighters of America, new traffic safety organization. Sutherland began his utility career as a high school boy lighting San Francisco gas street lamps nightly. The Clay and Dupont intersection was the heart of the city's famous Chinatown. . . .

JUNE HAS BEEN DESIGNATED as Apprenticeship Month. Theme for the month is "Industry, Plan Ahead—Train an Apprentice." "Unless we step up apprenticeship training we will face a critical shortage of skilled workers," Herbert W. Rubottom, Chairman of the California Apprenticeship Council warns. "The fundamental long term problem is our ability to prepare for the future by providing an adequate supply of skilled craftsmen." . . .

A REPRESENTATIVE office in Tokyo to serve the Far East and Australia and New Zealand will be opened by the Wells Fargo Bank American Trust Company, according to Ransom M. Cook, President of the bank. The office will be headed by George W. Schmitz, Vice President, Wells Fargo American Trust, International Division. . . .

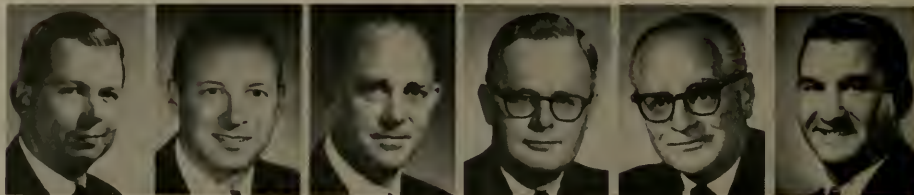
FIVE COURSES in real estate will be presented in San Francisco and Berkeley this summer by the University of California Extension School. San Francisco courses include "The Essentials of Real Estate Syndication," beginning July 10 [open only to licensed real estate salesmen and brokers] and "Trends and Factors Influencing Real Estate" [beginning July 11]. . . .

HOMER ODOM, Vice President and General Manager of KABL, has replaced Maurie Webster as President of the organization. Webster, one of the founders, has been transferred to New York following his appointment as Vice President in charge of CBS Radio spot sales. . . .

THE NATION'S RICHEST jumper purse — an estimated \$25,000 — will be offered at the Grand National Livestock Exposition, Horse Show and Rodeo's fifth world's championship jumper sweepstakes this fall at the Cow Palace, according to Fred Parr Cox, Horse Show Chairman. Nightly prizes of \$800 will be presented and final awards are estimated at \$17,800. Entry dates will be July 1, August 1 and October 2. . . .

PART OF SAN FRANCISCO Pier 24 has been selected as the bay area terminal for a regular intercoastal canned-goods service to the New York metropolitan area beginning today (June 2). A newly organized firm, Red Circle Dispatch, Inc., will inaugurate its fully-integrated transporting, warehousing and distributing service with the sailing of Isbrandtsen Company's SS Brooklyn Heights, Laurence S. Carroll, President of Red Circle, said the new service will eliminate the necessity for shippers dealing with as many as six different companies and also will effect important savings. The company has leased all of Pier 24 for its operation. . . .

Western Bank Contingent Joins Chamber Ranks



Robert L. Kunev

Albert R. Schreck

Walter W. Niles

Kirk Jeffrey

Stanley P. Lynott

Chadwick Ertola

Calendar

June 5—COASTAL COMMITTEE — Commercial Club, 12 noon

June 6—SAN FRANCISCO MUNICIPAL CONFERENCE—Room 200, 9 p.m.

June 7—CAPITAL IMPROVEMENT AND LAND USE SECTION, 9 a.m. to 10:30 a.m.

June 7—GREAT GOLDEN FLEET LUNCHEON—Aboard the *Adventures*, 11:45 a.m.

June 7—CONTACT CLUB—John Hancock Bldg., 3rd Floor, 255 California, 10:45 a.m.

June 13 — AGRICULTURAL COMMITTEE LUNCHEON — C. Raue Room, Speaker—Dr. Daniel Aldrich, Dean of Agriculture, University of California, 12 noon.

June 14—SFAWTA LUNCHEON—Professor G. Brouwer—Secretary General, Department of Commerce, The Netherlands, World Trade Club, 12 noon.

June 15—COASTAL DAYS WELCOMING GUEST BREAKFAST—Mural Room, St. Francis Hotel, 8:15 a.m.

June 15-16—COASTAL DAYS.

First Western Bank & Trust Company's Northern California Headquarters, 315 Montgomery Street, has added six new members on bloc—to the Chamber membership roster, according to Herbert H. Harmon, Manager of the Membership Department of the Chamber.

They are (left to right):

Robert L. Kunev, Assistant Vice President, *National Division*; Albert R. Schreck, Assistant Vice President, *San Francisco Main Office*; Walter W. Niles, Vice President and Manager, *San Francisco Main Office*; Kirk Jeffrey, Senior Vice President, *Northern Division Headquarters*; Stanley P. Lynott, Assistant Vice President and Manager, *Mission Office*; and Chadwick Ertola, Assistant Cashier, Public Relations Department, *Northern District Headquarters*.

Mrs. Klussmann Top SF Citizen

Mrs. Hans Klussmann, Planting Chairman of San Francisco Beautiful, newest Chamber affiliate, has been voted the city's outstanding

citizen by the Association of Grand Jurors of the City and County of San Francisco.

John Nelligan, President of the Association, said that Mrs. Klussmann earned the honor for her participation in many civic projects and especially for her work with San Francisco Beautiful in the planting of more than 7,500 trees since the Chamber-sponsored program began in September, 1959.

The award, the first to be voted by the Association, was presented by Mayor George Christopher at the organization's June 1 installation banquet at Torino's Restaurant.

Valedictorians Fete Set Today

Valedictorians from San Francisco's public and parochial schools will be guests of honor today at a luncheon sponsored by the Chamber and the Commercial Club.



Reginald H. Biggs

Reginald H. Biggs, President of the White House (Raphael Weill & Company), will speak on "Youth and Business—Let's Compare Report Cards!"

O. R. Doerr, Chamber President, will preside. Chairman of the Day will be Kenneth R. Rearwin, Chairman of the Chamber Education Committee and Vice President and Manager of Merrill Lynch, Pierce, Fenner & Smith.

Biggs, who has achieved national prominence in the retail field, graduated from the University of California in 1922 with a degree in business administration.



Kenneth R. Rearwin

It's a Fact

San Francisco's Golden Gate got its name from "The Pathfinder" John C. Fremont, who explained in a letter to the United States Congress: "I gave the name of *Chrysopylae* or Golden Gate for the same reason that the harbor of Byzantium was called *Chrysocernus* or Golden Horn."

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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'Business Progress Depends on Good Transportation'

The San Francisco Trafficways Plan is one of the most important subjects that will ever be brought to the attention of the Board of Supervisors, G. L. Fox, Chamber General Manager, told the Supervisors' Streets Committee at its hearing last week.

"I am on notice by important San Francisco interests that unless early progress is made in the completion of a satisfactory San Francisco parkway and freeway system, they will look elsewhere with a view to future investments," he stated. "We are living in an exceedingly competitive age so far as our continued economic progress is concerned and it is obviously your desire, and certainly ours, to maintain San Francisco as the central city of the rapidly expanding Bay Region."

Fox was accompanied to the hearing by George F. Hansen, Vice President and Secretary of the Matson Navigation Company and Chairman of the Chamber's Civic Development Committee, and Leonard S. Mosias, Chairman of the Street, Highway and Bridge Section.

"San Francisco's future as the business, financial and cultural center of the Bay Region and the West depends on its ability satisfactorily to solve the problems of quickly, economically and safely moving persons and goods within the City and across its boundaries," Fox said.

"For some years, the Chamber has contended that essential parts of the overall transportation problem are traffic con-

trol on city streets, parking facilities, local and area-wide rapid transit, and a system of parkways and freeways, each in its proper proportion.

"Excellent progress has been made in improving the local street system. We are proud of the steady progress made in regard to local transit. We have sought to cooperate fully with a view to an area-wide rapid transit system. We believe that the San Francisco Parking Authority, in cooperation with private enterprise, has made dramatic progress and will continue to do so.

"However, the development and execution of plans for parkways and freeways is a facet of the overall transportation problem that has been stalled and it is imperative that a program for this phase of the community's transportation program be resumed and expedited if our index of business activity is to continue its upward curve and the employment expected in San Francisco is to be made available.

"Action to cause progress in the city's parkway and freeway planning and construction calls for the highest order of civic patriotism. While it is true that there are some who are disadvantaged by parkways and freeways, the welfare of our city demands consideration of what shall be best for the most. During recent years a great deal of emotion has been expressed in regard to this subject and opposition to proposals has been voiced by persons whose very means of livelihood will dry up unless this aspect of the San Francisco transportation problem is solved."

Nine SF Restaurants Top-rated

Nine San Francisco restaurants and one in Sausalito have received *Holiday* magazine's 1961 restaurant awards, more than in any area of the U. S. other than New York.



Honored in San Francisco for the excellence of their food were Amelio's The Blue Fox, Ernie's, Fleur de Lys, India House, Jack's, Kan's, Trader Vic's and Yamato Sukiyaki House. Ondine's in Sausalito was also named.

"In your travels, you need feel no hesitancy in visiting any of these restaurants," the editors state. "All are notable, and some are among the very best in the world."

Seventeen restaurants in New York received the award, eight in Chicago, five in New Orleans, five in Miami Beach, and four in Los Angeles.



ORIGINAL SOUR DOUGH, from which Parisian Bakery began making bread 105 years ago, came from Europe in a clipper ship (such as pictured above), Aldo Fontana, Vice President and General Manager of the bakery, told O. R. Doerr, Chamber President. Doerr presented a parchment scroll commemorating the 105-year-old business. Production of sour dough bread is unique in San Francisco, Fontana said, and bakeries in other cities throughout the world have tried unsuccessfully to make it from dough sent by the Parisian.

Direct Airline Route From S.F. to Florida

The southern transcontinental air route, "last great air frontier of the nation," was inaugurated Sunday afternoon when National Airlines' first flight to San Francisco from Florida landed at San Francisco International Airport.

The new route is the fastest and most direct route to Florida and the Caribbean from San Francisco. Initial flight

schedules provide two round-trip jet flights daily from San Francisco to Miami and Jacksonville.

The Chamber has been highly instrumental in securing the new route after more than a decade of hearings before the Civil Aeronautics Board.

A National Airlines' ticket office has been opened at 455 Post Street.

San Francisco Quotes —

"Thou seest the white seas fold their tent,

O Warden of two continents.

Thou drawest all things, small and great,

To Thee, beside the Western Gate."

—BRET HARTE



NEW AND OLD members of the Chamber will meet today in the Signature Room of the John Hancock Building, 255 California Street, as guests of the Chamber Contact Club. Above is the first of a series of "Orientation and Assimilation" meetings for Chamber members held Friday, June 2, by officials, staff members of the Chamber and the Contact Club. Addressing the group is William J. Bird, Western Vice President, John Hancock Life Insurance Company.



MAYOR GEORGE CHRISTOPHER, "Master of The Mighty Move," has sent off invitations to 43 nations to attend the 62nd annual U. S. Open Chess Championships at the Sheraton-Palace Hotel August 14-27 — the first time it is being held in San Francisco. The tourney is expected to lure as many as 1,500 players and spectators from 50 states.

Contact Club Adds 49th New Member

Forty-nine new members have been reported in the 21st report of the Contact Club, according to Herbert H. Harmon, Manager of the Chamber Membership Department.

Four new sales were added—two by Ed Ripley of Team No. 3, one by Bob Goeke and one by Jim White.

Stewart B. Andrews of C & H Sugar Refining Corporation won the Chamber Salesman Certificate of Commendation for six \$84 membership sales.

An important "Orientation and Assimilation" meeting for Chamber members will be held at 9:45 a.m. today in the Signature Room of the John Hancock Building.

A bay cruise aboard the Great Golden Fleet flagship, Dan E. London's *Adventuress*, is scheduled for membership-selling Contact Clubbers Friday, June 23.

"The Orientation and Assimilation meetings, planned for old Chamber members as well as for the new ones, will be held twice a month," Harmon said. "All Chamber members eventually will receive invitations. Everyone should profit from these meetings, whether a new member or a member of years' standing."

Members of the Contact Club will serve



STEWART B. (Stew) ANDREWS of C & H Sugar Refining Corp. (center) receives the Chamber Certificate of Commendation for May for having sold six \$84 memberships during the month. Left is Burton W. Pickard, Vice Chairman of the Membership Committee, Chamber Director, and Vice President and Director, Standard Oil Company of California Western Operations, Inc. To the right is James M. Marshall, Chamber Director and Executive Vice President of C & H Sugar Refining Corp.

as hosts at the meetings. William J. Bird, Western Vice President, John Hancock Mutual Life Insurance Company, a Chamber Director and Membership Chairman, will be the moderator.

New Chamber Members



L. Charles Biggin Dwight Landreth L. A. G. Haley Frederick B. Edwards Keith L. Davey

New members recently added to the Chamber roster include the above (left to right):

L. Charles Biggin, Partner, *Tara World Travel*, 212 Stockton Street; Dwight Landreth, Owner, *Food Equipment and Supply, Inc.*, 210 Mississippi Street; Lawrence A. G. Haley, Co-Owner, *Station J* (night club and restaurant), Sacramento, Commercial and Leidesdorff Streets; Frederick B. Edwards, Co-Owner, *Station J*; and Keith L. Davey, President, *Davey Tree Surgery Co., Ltd.*, 2011 Russ Building.

Chamber Directors Back Film Festival

The San Francisco International Film Festival, to be held November 1-14 for its fifth successive year, has won the enthusiastic support of the Chamber, according to O. R. Duerr, President.

"San Francisco is the only city in the United States that presents an international motion picture competition that is recognized as one of the major film festivals of the world by the International Federation of Film Producers' Associations," Duerr stated.

Directors of the Chamber voted to support the festival and commend those responsible for it, including the Art Commission and Irving M. Levin, Executive Director.

They were joined in their endorsement by Paul Elder, President of the Retail Merchants Association, and directors of that Chamber affiliate.

SAN FRANCISCO TAX CALENDAR—SECOND HALF OF 1961

CITY-STATE SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
EACH MONTH THIS DAY	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
	Distributors motor-vehicle fuel	File and pay tax for the second preceding month, unless on weekly payment basis.	State Bd. of Equalization
	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
	Beer and wine mfrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization
	Petroleum producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
	Motor vehicle transportation operators	File and return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization
LAST DAY OF MONTH	Users of diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
	Retailers and purchasers of tangible personal property subject to tax	File sales and use tax, and pay on or before last day of month after close of taxable quarter, if required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization

Final Date	Interested Parties	Act Required	Responsible Agency
JULY	Employers	Pay second quarter return on State Unemployment and Disability Insurance Tax. Delinquent after July 31. Penalty and interest charged on delinquent reports and payment.	Department of Employment
	Oil and gas producers	File report and pay 50% of tax on 1960 oil and gas production.	State Treasurer
	Off-sale general licenses	File report for fiscal year ended June 30 and pay required additional license fee.	Department of Alcoholic Beverage Control
	Wine growers	File report for fiscal year ended June 30 and pay required additional license fee.	Department of Alcoholic Beverage Control
	Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending June 30. (See "Last day each month.")	State Bd. of Equalization
AUGUST 15	Individuals	If total tax on 1960 income exceeds \$50, pay second installment (1/2 of total).	Franchise Tax Board

Final Date	Interested Parties	Act Required	Responsible Agency
15	Oil and gas producers	1st half of oil and gas tax becomes delinquent; 15% penalty attaches.	State Treasurer
	Property owners	Unsecured personal property taxes become delinquent 5 p.m.; penalty of 8% attaches.	City and County Tax Assessor
SEPTEMBER	Banks and corporations	File return and pay total tax or first installment of franchise and corporation income taxes if income year ended June 30, 1961.	Franchise Tax Board
	Banks and corporations	Pay second installment of franchise and corporation income taxes if income year ended December 31, 1960.	Franchise Tax Board
OCTOBER	Employers	Pay third quarter return on State Unemployment and Disability Insurance Tax. Delinquent after October 31. Penalty and interest charged on delinquent reports and payment.	Department of Employment
	Individuals	File return and pay total tax or first installment of State personal income tax if fiscal year ended June 30, 1961.	Franchise Tax Board
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay third quarter State Unemployment and Disability Insurance Tax. (See Monthly Tax Payments.)	State Bd. of Equalization
	On-sale retailers	Apply to Department of Alcoholic Beverage Control between November 1st and December 31st for renewal of "on-sale" retailer's license.	Department of Alcoholic Beverage Control
NOVEMBER	Property owners	First installment real property taxes payable. Delinquent December 11, 5 p.m.	County Tax Collector
	Private rail car owners	Pay tax on railroad rolling stock not owned by railroads, on or before this date.	State Bd. of Equalization
DECEMBER	Property owners	First installment (50%) of real property taxes, delinquent at 5 p.m.; 6% penalty attaches.	County Tax Collector
	Individuals	If total tax on 1960 income exceeds \$50, pay final installment (1/2 of total).	Franchise Tax Board
	On-sale retailers	Last day for renewal of "on-sale" retailer's license, \$100 penalty attaches.	Department of Alcoholic Beverage Control
31	Producers and brokers	Motor Vehicle Fuel License Tax. File application for annual license and pay fee on or before this date.	State Bd. of Equalization

SAN FRANCISCO TAX CALENDAR—SECOND HALF OF 1961

FEDERAL SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
EACH MONTH THIS DAY			
15 Employers		When combined social security and federal income taxes withheld exceed \$100 in any month, amount must be deposited in authorized depository. Third month's withholdings may be remitted with quarterly return at end of quarter.	District Director of Internal Revenue
15 Brokers, dealers, etc.		File returns covering stock and bond transactions for preceding months accounting for documentary stamps.	District Director of Internal Revenue
LAST DAY	Retailers, mfrs., amusements, cabarets	If more than \$100 in federal excise taxes is collected during either of the first two months of a quarter, pay to depository. Taxes for the third month may be paid to an authorized depository bank or Federal Reserve Bank or directly with the quarterly return. If tax for each month deposited in time, date for filing quarterly return is extended 10 days.	District Director of Internal Revenue

Final Date	Interested Parties	Act Required	Responsible Agency
AUG. 1 and OCT. 31	Employers	Last day to file quarterly return and make payment of taxes of preceding calendar quarter for Federal Income and Social Security taxes. Pay quarterly installment on Federal Unemployment Insurance Tax.	District Director of Internal Revenue
JULY 15	Fiduciaries	Pay second installment, estate income tax (one-quarter of total).	District Director of Internal Revenue
31	Liquor dealers, wholesale and retail	Last day to obtain Excise Stamps. Application must be made on Form 11. Only certified checks, money orders or cash received in payment.	District Director of Internal Revenue
31	Owners of coin-operated amusement devices	Last day for filing application for special tax stamps (Form 11B).	District Director of Internal Revenue
31	Employers	Last day to file combined quarterly return (Form 941) on withheld Federal Income and Social Security taxes, accrued during April, May and June.	District Director of Internal Revenue
SEPT. 15	Individuals	Pay third installment, estimated income tax for 1961.	District Director of Internal Revenue

Final Date	Interested Parties	Act Required	Responsible Agency
SEPT. 15	Corporations	Due date of declarations of estimated tax of calendar-year corporations with tax liability in excess of \$100,000 and payment of 25% of such estimated tax (where filing requirements are met prior to Sept. 1).	District Director of Internal Revenue
15	Individuals	Pay third installment of Estimated Income Tax for 1961.	District Director of Internal Revenue
15	Foreign corporations	Pay last half of 1960 income tax.	District Director of Internal Revenue
15	Exempt farmers' cooperatives	Last day to file income tax returns.	District Director of Internal Revenue
OCT. 15	Fiduciaries	Pay third installment, estate income tax (one-quarter of total).	District Director of Internal Revenue
31	Employers	Last day to file quarterly return (Form 941) on withheld Federal Income and Social Security taxes accrued in July, August and September.	District Director of Internal Revenue
DEC. 1	Employers	Last day to file amended withholding exemption certificates for 1961 if status of any employee has changed.	District Director of Internal Revenue
15	Corporations	Pay second (25%) installment of corporation's 1961 estimated tax, where liability exceeds \$100,000.	District Director of Internal Revenue

OFFICES OF TAX AGENCIES

Assessor, City and County of San Francisco, City Hall,	KL 2-1910
Tax Collector, City and County of San Francisco, City Hall,	HE 1-2121
State Board of Equalization, State Building, 350 McAllister	UN 1-8700
State Franchise Tax Board, State Building Annex, 345 Larkin	UN 1-7234
State Department of Motor Vehicles, 160 South Van Ness Avenue	UN 3-0300
State Department of Insurance, 1182 Market Street	UN 2-0212
District Director of Internal Revenue, 100 McAllister Street,	UN 3-4900

If any date falls on a Sunday or legal holiday, the return is due the following day.

Compiled by Research Department, San Francisco Chamber of Commerce

NOTE: Tax dates are reported for taxpayers on a calendar year basis. Those whose fiscal year ends other than Dec. 31 must use dates comparable to the calendar year.

Hitting the High Spots

with JIM WARNOCK

A SPECIAL COURSE on the history of San Francisco will be offered for the eleventh consecutive time at the University of San Francisco's summer session, starting today and running through August 5. The course will be taught by Rev. John B. McGloin, S.J., associate professor of history at USF. Father McGloin, a specialist in San Francisco and California history, is the author of several articles and books on the city's colorful past. The history of San Francisco course is offered for two units of college credit, if desired. It is the only San Francisco history course offered for credit in the Bay Area. Classes will be held between 9:25 A.M. and noon, Monday through Friday. . . .

A \$1,100,000 "FACE-LIFTING" has begun on the 13-story Crocker-Anglo National Bank's building at 1 Montgomery Street, according to President Paul E. Hoover. Limestone facings from the third floor to the cornice will be removed and the brick shell of the building will be refaced with reddish-brown, glazed terra cotta. The configuration of the 11th, 12th and 13th floors will be changed to eliminate recessed areas and the building's present cornice replaced with a new concrete cornice. Dinwiddie Construction Company of San Francisco will serve as general contractor. The architect is Milton Pfleger. . . .

JULES DUNDES, CBS Radio Vice President and KCBS General Manager, has been elected a director of the Better Business Bureau of San Francisco, Ltd. . . .

"ROUND THE WORLD and Pacific Holidays" tours accounting independent travel planning have been arranged by Haley Corporation and British Overseas Airways Corporation. Basic tours, which allow the traveler freedom of choice to alter his itinerary, include a 49-day round-the-world trip; a 47-day "Pacific Holiday" with 20 days in Australia-New Zealand; and a 26-day "Orient Holiday" limited to Hawaii, Japan, Hong Kong and the Philippines. A folder describing the tours is available from BOAC, 237 Post Street, San Francisco, or from Haley Corporation. . . .

THE FIRST STEP in a five-year schedule to convert several city and county operations to electronic data processing has been taken by Controller Harry D. Ross with approval of a \$45,000 budget item for 1961-62 to start training personnel. The present program contemplates installation of a computer in July, 1963. . . .

THE FIRST NEW BANK opened in San Francisco in 37 years—the Golden Gate National Bank—was dedicated Thursday, June 1, at 440 Montgomery Street. Present were Mayor George Christopher, the founder of the bank and its President, Jacob Shemano, and State Attorney General Stanley Mosk. . . .

THE NATIONWIDE "Hire Now" campaign, spearheaded in California by the Department of Employment, has been endorsed by Mayor George Christopher. Object of the drive is to stimulate employers to "Hire Now" and staff their plants to meet the challenge of a vigorous, growing America. . . .

SHIPPING IN MAY was normal, according to the Marine Exchange, with 430 vessels entering and 418 departing from the Golden Gate. The combined 848 ship movements had a net tonnage of 4,416,439. . . .

RESIDENTIAL construction in the Western Addition officially got under way Wednesday, June 7, with groundbreaking for the \$17 million Eichler Homes, Inc., project on a site on O'Farrell Street between Gough and Octavia. Eichler Homes is the largest of 22 private developers who will restore the 108-acre Western Addition with some \$50 million in construction. It will build in the four square blocks bounded by Laguna, Gough, Ellis and Geary. Eichler also will begin construction early in the fall on a \$3.5 million project in Diamond Heights. . . .

A "WINE CAPITOL" building for San Francisco—heart of America's Wineland—"would be a must-see attraction for visitors to San Francisco," according to Don W. McColly, Wine Institute President. "Such a wine capitol, if built in the tradition of the wine centers of Portugal, France and other countries of the Old World, also would serve as an efficient, convenient center for industry members," he said. "California has reached a point in its development where there is a need for an industry center in San Francisco worthy of this great wine-land of America." . . .

EDWARD M. MANNING, JR., Vice President of Manning's, Inc., the west's largest food and food-service organization, has been named President of the firm. Elected Chairman of the Board was D. Rae TeRoller, who previously has served as President. . . .

WESTERN AIRLINES today introduced jet flights linking San Francisco with Denver and Minneapolis-St. Paul. Boeing 720B fanjet flights, linking San Francisco with Seattle-Tacoma and with Mexico City via Los Angeles, recently were inaugurated by Western. . . .

NATIONAL AIRLINES, "Airline of the Stars," began direct service from San Francisco and the Oakland area to Miami last Sunday. In San Francisco you call DOuglas 2-6180 for reservations, and in Oakland call TEmplebar 4-1950. . . .

JAMES J. RUDDEN, named last January by Governor Edmund G. Brown to serve out the unexpired term of Henry J. Budde on the San Francisco Port Authority, has received his commission for a full four-year term. . . .

DENNIS R. CRONIN, Senior Staff Engineer in air and water research for Columbia-Geneva Steel, has been elected Chairman of the Advisory Council of the Bay Area Air Pollution Control District. . . .

SEVEN BAY AREA lithography firms won national awards at the 11th Lithographic Exhibit staged recently at Phoenix, Ariz., by the Lithographers and Printers National Association. The winning firms were The James H. Barry Co., A. Carlisle & Co., Schmidt Lithograph Co., Jorgenson & Co., Stecher-Traug Lithograph Corp., United Printing & Lithographic Co., and the H. S. Crocker Co. of San Bruno and San Francisco. . . .

THE CALIFORNIA STREET unit of the Wells Fargo Bank American Trust Company will burn 720,000 watts of lighting, enough for 250 homes, when completed. The plumbers figure that the job they're doing would take care of 275 homes (leaving 25 homes with plumbing but no electricity). . . .



A CHERRY TREE is planted in the Japanese Tea Garden as part of the recent San Francisco-Osaka "Sister City" ceremonies held by the San Francisco Youth Association. Planting the tree is Larry Biagini of St. Ignace High School. Left to right are Jeanne Anderson of Lowell High School, President of the SFYA; Margaret Hickman of Park Presidio; Harold Debus, Acting Mayor; and Tadamasani Tani, Japan Consul. . . .



Directory of LARGE MANUFACTURERS

13 BAY REGION COUNTIES



HERE IS THE COVER of the Directory of Large Manufacturers for the 13-county Bay Region, published by the Chamber Domestic Trade Department, of which Sidney H. Keil is manager. The directory includes 1,100 listings of all manufacturers in San Francisco with 25 or more employees, and manufacturers in the other bay counties with 50 or more employees. It sells for \$1 to Chamber members and \$3 to others. Copies are obtainable at the Chamber Domestic Trade Department, 333 Pine Street (EXbrook 2-4511, extension 56).

RECENT LIBERALIZING of trade policies by the Japanese government will open market possibilities for American exporters, according to Japanese Commercial Consul Toshiko Nishiwaki and Charles J. Kelly, Business Consultant to the U.S. 1961 Trade Mission to Japan. "Although we import \$1,400,000,000 from Japan and export \$1,200,000,000 to that country, the figures do not tell the whole story," Kelly said. "Sixty per cent of our exports are raw commodities needed by Japan for its manufacturing industries and possible re-export. Ninety-four per cent of Japanese imports are in competition with American products." . . .

SAN FRANCISCO is the fourth city in the United States to get scheduled helicopter passenger service with the inauguration of the San Francisco-Oakland Helicopter Airlines. The line is flying two turbine-powered Sikorsky S-62 amphibious helicopters linking San Francisco and Oakland airports with downtown heliports in both cities. Flights to Berkeley, Palo Alto, and Sacramento will be added. . . .

MORE THAN a million dollars' worth of additional appropriations for flood control in the nine bay area counties during the 1962 fiscal year are being sought by the Bay Area Council, according to Stanley McCaffrey, Council President. . . .

THE SUNNYVALE DAILY STANDARD devoted a recent feature story to C. D. (Chet) Lafferty, Chairman of the San Francisco Chamber Industrial Development Committee. Lafferty, an industrial consultant and former Manager of the Industrial Department of Southern Pacific, was credited in the article with "bringing in more than many million dollars' worth of industry to the greater Sunnyvale area during the past 15 years." . . .

FRITZ ALBERSHARDT, San Francisco Chamber of Commerce Research department manager, will attend the American Marketing Association Conference in Los Angeles Monday, Tuesday and Wednesday. The conference is being held on the West Coast for the first time in 12 years. . . .

PROFESSOR G. BROUWERS, Netherlands, Special Economic Affairs Ministry of the Netherlands, spoke on "Competitiveness in the Western World" at the world business luncheon meeting of the World Trade Association Wednesday noon at the World Trade Club. . . .

RCA Lays Siege to 'Paper' Towers

All the information in a stack of paperwork as high as the 200-foot Coit Tower could be recorded at RCA's new data processing center, 343 Sansome Street, on magnetic tape reels and stored in a single drawer of an ordinary filing cabinet.

"Opening of the Radio Corporation of America's first West Coast electronic data processing center is bound to accelerate the electronic revolution now sweeping business and industry," John L. Burns, RCA President, predicts.

The Pacific Coast Stock Exchange—RCA's first SF customer—banks, brokerage houses, department stores, mining companies, transportation lines, commercial firms and industrial plants now have at their command a "round-the-clock" electronic servant. "This center, when linked by data communications systems to outlying offices and plants," Burns declared, "can become the hub of an information processing operation extending across the nation. San Francisco enterprises now can have 'speed-of-light' access to every item of information required for running a business."

The 501 digital system consists primarily of the computer, memory storage unit, magnetic tape stations, paper tape reader, transcribing card punch, on-line printer, card transcriber and high-speed punch.

PAPER 'TOWER' and Marjorie Conte...

The electronic wizard is "an economic wind tunnel in which to test commercial ventures before they are committed to the hazards of flight."

Telegraph Hill Tree Planting Program Set

San Francisco's street tree planting program, sponsored by San Francisco Beautiful—affiliate of the Chamber—will soon add several hundred new trees to one of the city's most famous landmarks—Telegraph Hill.

More than 600 members of the Telegraph Hill Dwellers this week received a letter from Jack Early, Chairman of the Dwellers' Tree Committee, urging them to join the program by planting along their sidewalks on the hill and on their property.

"The program will be the largest yet embarked upon by any San Francisco neighborhood association," Early said. "The goal is to make Telegraph Hill the greenest spot in town." His committee has suggested a number of overgreen varieties most of which can be planted for \$25 to \$45.



Calendar

June 20—TAX SECTION COMMITTEE—Room 200, 10:30 a.m.
 June 20—CIVIC DEVELOPMENT LIAISON COMMITTEE—Small Conference Room, 11:00 a.m.
 June 21—CONTACT CLUB—John Hancock Bldg., 3rd Floor, 255 California, 10:45 a.m.
 June 21—WELCOME HOME LUNCHEON—For 5th Annual World Trade Association Business Development Tour to Asia—Yamato Suiyoki, 12 noon.
 June 22—EDUCATION COMMITTEE MEETING—Room 200, 3:30 p.m.
 June 23—NORTHERN CALIFORNIA INDUSTRIAL MANAGERS—Modesto, Modesto Chamber of Commerce, 12 noon.
 June 27—INDUSTRIAL DEVELOPMENT CLUB LUNCHEON Subject: The California State Economic Development Agency. Speaker: Carl Zachriston, Commercial Club, 12:15 p.m.
 June 28—CONTACT CLUB—John Hancock Bldg., 3rd Floor, 255 California, 10:45 a.m.
 June 28—CAPITAL IMPROVEMENT AND LAND USE—Room 200, 10:30 a.m.

SF Quotes

"Home is where the heart is; and whenever I have left San Francisco it felt as though I was merely camping out, with a deep sense of pride for my heritage."

—WILLIAM P. KINE



LOWELL HIGH SCHOOL was honored by the Chamber Education Committee last week for having qualified the greatest number of graduates within the San Francisco school system for the California Scholarship Federation. Accepting the Chamber trophy was Tom Weisenburger, CSF President (center). To his left is Kenneth R. Rearwin, Chairman of the Chamber Education Committee and Vice President and Manager of Merrill Lynch, Pierce, Fenner & Smith. To his right is J. A. Perino, school Principal.

Lowell High Given Scholarship Trophy

Lowell High School was presented a trophy by the Chamber Education Committee last week for having qualified the greatest number of senior students of the city's high schools for membership in the California Scholarship Federation.

Kenneth R. Rearwin, Chamber Education Committee Chairman and Vice President and Manager of Merrill Lynch, Pierce, Fenner & Smith, made the presentation.

"Lowell's scholastic achievements and academic reputation—always outstanding—have been a source of great pride to San Francisco," Rearwin said.

"The Chamber Committee, in the interests of developing the quality of our educational system and deepening the business community's appreciation and understanding of its contribution to the American way of life, is happy to present this scholarship award on an annual basis to the high school whose senior class contains the greatest percentage of students qualifying for CSF honors."

First vessel to round Cape Horn under her own steam and sail into the San Francisco Bay was the pioneer Pacific Mail Steamship Company's 1,000-ton sidewheeler, the *California* in 1849.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

C. L. FOX, General Manager

M. A. BOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. BAUCHEY, Editor

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Building Height 55-Ft. Limit Urged

Building heights in San Francisco's northern waterfront area from the Marina to Pier 31 should be limited to 55 feet with the exception of "variances granted in the public interest by the city's planning commission," the Board of Directors of the Chamber has recommended.

Action of the Chamber board followed recommendations of the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is Chairman, and the Capital Improvement and Land Use Section, of which F. Marion Donahoe, President of Citizens Federal Savings and Loan Association, is Chairman.

The statement of the board:

"The board of directors has adopted a policy that would impose a height limitation of 55 feet in the area in question, subject to the following conditions:

- "The height limitation would not be applicable in any area now zoned for manufacturing so long as the property is used for manufacturing purposes; and

- "The Planning Commission would have full authority and power to authorize construction of buildings exceeding 55 feet when such buildings are considered to be in the best interest of San Francisco, conditions as to such exceptions to be covered by standards adopted by the Planning Commission."

In an explanatory statement, Donahoe said:

"While the directors of the Chamber advocate legislation which would protect the unique characteristics of San Francisco, the Chamber's board does not at this time favor a 'blanket' 55-foot building limitation over the entire northern waterfront area."



NATIONAL AIRLINES' first flight to San Francisco from Florida recently was inaugurated at International Airport. Attending the ceremony (left to right) were: Leo E. Sievert, Chamber Director and Vice President-Executive Representative of the President of the Atchison, Topeka & Santa Fe Railway; G. L. Fox, Chamber General Manager; Robert E. Wieland, National Vice President; Charles C. Miller, Manager, Chamber Transportation Department; and Fred L. Ellsworth, Division Aviation Manager of Shell Oil Company and Chamber Aviation Section Chairman.

Chamber Holds New Radio Debate Series

A new radio debate series—"San Francisco in the Sixties"—is being presented every Saturday night, 8:05 p.m., by the Chamber and KNBC.

"Free society thrives on debate of the great civic issues of the day and the San Francisco Bay Area is no exception," said G. L. Fox, General Manager of the Chamber and Moderator of the series. "Without full debate of current problems facing our city, our state and our nation, our society would stagnate."

"The Chamber of Commerce—representing the private enterprise business community—has historically served as a forum for such discussions."

"San Francisco in the 60's faces many problems. On this program we will hear important issues of the day debated by representatives of the San Francisco Chamber of Commerce, city and state officials and others."

Among the controversial issues to be debated each week on the series, Fox said, are building height limits, freeways, air pollution, rapid transit and regional air transportation.

One of the most hotly debated issues in the West, acquisition of the Western Pacific Railroad by either Santa Fe or Southern Pacific, will be warmly discussed on KNBC tomorrow at 8:05 p.m.

Francis of Assisi Lunch Scheduled

San Francisco's own Bradford Dillman, star of the 20th Century-Fox film "Francis of Assisi," will be honored at a civic luncheon Wednesday, July 12, at 12:30 p.m. in the Colonial Room of the St. Francis Hotel, according to G. L. Fox, General Manager of the Chamber.

Spyros Skouras, president of 20th Century-Fox, and Plato Skouras, producer of the film, which will have its world premiere that same day, also will be guests, along with many stars at the luncheon, sponsored by the Chamber in cooperation with the Archdiocese of San Francisco, Down Town Association, San Francisco Junior Chamber of Commerce and Variety Club of Northern California.

KFRC Airls Vital Bay Region Topics

Many subjects important to San Francisco and the Bay Region are scheduled in the radio series "San Francisco Progress Report" sponsored by the Chamber every Sunday on KFRC at 10:30 a.m., according to G. L. Fox, Chamber General Manager and moderator of the program.

Among them are discussions of Bay Area Rapid Transit, San Francisco Naval Shipyard, ship repair for private yards, the continuing growth of San Francisco as financial center of the West and the role of Golden Gate National Bank in this development, the Junior Achievement program of San Francisco, and the continuing growth of service at San Francisco International Airport.

Music Director Is 'Ambassador Extraordinary'

Dr. Robin Lauffer, Director of the San Francisco Conservatory of Music, has been presented the coveted "Ambassador Extraordinary" card by the Chamber, "in recognition of his leadership of the conservatory and its program which has rebounded to the great cultural credit of the city throughout the musical world," according to G. L. Fox, General Manager.

Lauffer, a Frenchman by nationality and an Austrian by birth, served as music program specialist for UNESCO for seven years in Paris prior to assuming his present post. While in Paris, he organized the International Music Council and the International Society for Music Education.

Dr. Lauffer, who holds a Doctor of Musicology degree from the University of Vienna and a diploma from the Vienna Music Academy, is the former Director of the Demberg Conservatory of Music in Poland and former Chairman of the music department at Montpellier Univers-



DR. ROBIN LAUFFER (center), Director of the San Francisco Conservatory of Music, received an "Ambassador Extraordinary" card recently from G. L. Fox, Chamber General Manager. Congratulating him is Mrs. Harold D. Pischel, Chairman of the Board of the Conservatory.

sity in France. He is a Knight of the French National Order of the Legion of Honor and has been awarded 16 war decorations by France, Great Britain, Poland, Belgium and other countries.

SF Business Activity Reaches New May Record

Business activity in San Francisco hit an all-time record high for the month of May, according to the Chamber Research Department.

The Chamber business index of 188.1 jumped 12.7 per cent over May of last year and showed a gain of 3.5 per cent over April 1961.

Three of the four components comprising the index registered gains in May over the same month of last year. Bank debits were up 17.1 per cent, electric energy sales 8.9 per cent, and department store sales 2.5 per cent. Freight car loadings declined 4.6 per cent for the period. All index components except department store sales

gained from April to May.

During May, construction in the City and County of San Francisco continued its trend toward more permits and fewer major projects. Only one building permit of more than half a million dollars was granted in May—a \$694,000 addition to the Fifth and Mission garage. A \$450,000 renovation project was begun at One Montgomery Street by Crocker Anglo National Bank. More significant, however, was the first major permit for construction in the Western Addition Redevelopment Area, a \$300,000 medical office building a Post and Divisadero Streets.

PERMITS UPPEL

Number of permits granted in San Francisco for the first five months of this year topped the same period last year by 20.2 per cent but total construction valuation slipped 27.3 per cent.

Nearly \$90 million worth of permits were issued during May in the San Francisco Bay Area's nine counties (San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma)—highest total recorded since 1955. More than \$52 million of this went for residential construction, involving 4,874 permits. Permit values for the first five months of the year topped the similar period last year by 8.8 per cent and were ahead of the first five months of the record year of 1959.

LOW UNEMPLOYMENT

Employment in the San Francisco-Oakland Metropolitan Area (counties of San Francisco, Alameda, Contra Costa, Marin, San Mateo and Solano) reached its 1961 zenith with 1,144,200 persons employed in May—up 1.2 per cent over May of last year. A gain of 11,500 employed over April resulted from the settlement of a trade dispute which returned more than 5,200 machinists to their jobs.

Unemployment, totaling 72,200 persons, was the lowest of any month this year although 29.8 per cent higher than May of last year.

May was the heaviest mortgage-lending month in San Francisco in years with 1,911 mortgages recorded—36.3 per cent over May of 1960—and valued at \$34,204,716—up 54.5 per cent over May a year ago.

Other financial indicators emphasized the spring upsurge and pointed up the general economic recovery:

Postal receipts gained 14.7 per cent in May over May 1960. The Pacific Coast Stock Exchange rose 114.2 per cent in shares traded and 48.1 per cent in market value. Value of shares traded for the five months of this year on the San Francisco Mining Exchange topped the entire 12 months of last year.

AIR, WATER TRAFFIC DIP

Air traffic at San Francisco International Airport in April slipped 10.3 per cent in plane arrivals and departures, and 2.6 per cent in passenger arrivals and departures. Mail, express and air freight, however, gained 20.3 per cent, 5.2 per cent and 4.9 per cent, respectively, for the month.

Port of San Francisco water traffic was down in May with 6.3 per cent less tonnage handled, inbound and outbound. Inbound tonnage for all Bay Area ports fell 6.0 per cent and outbound totals slipped 7.5 per cent.

Business Activity Through May, 1961

I. SAN FRANCISCO ACTIVITIES		MAY 1961	% from 1960	MAY 1960	% from 1960
GENERAL BUSINESS ACTIVITY INDEX*		188.1	12.7	164.6	7.9
CONSTRUCTION PERMITS					
Residential Permits	Number	76	28.6	365	-12.9
Total permits issued	Number	1,176	14.2	5,627	-20.2
Residential permits	Value	2,074,200	-42.2	11,903,965	-52.4
Non-residential	Value	1,256,490	14.4	15,443,000	-18.8
Additions, alterations, repairs	Value	3,446,531	53.4	15,510,439	-11.5
Total value of permits	Value	6,777,331	-22.1	42,857,604	-27.3
Dwelling units authorized	Number	181	-51.5	1,060	-42.4
Single-family units, new	Number	54	45.9	234	-1.4
Two-family units, new	Number	16	300.0	58	-6.5
Multi-family units, new	Number	111	-66.6	768	-49.3
REAL ESTATE					
Deeds recorded	Number	1,581	22.4	7,124	0.4
Mortgages and deeds of trust	Number	1,911	36.3	8,254	14.4
	Amount	34,204,716	54.5	136,803,369	23.3
FINANCE					
Bank debits	\$000	5,503,348	17.1	26,661,012	12.1
Postal receipts	\$	3,401,220	14.7	15,924,445	4.5
Pacific Coast Stock Exchange	shares traded	6,037,108	114.2	31,161,709	115.7
Market value	\$	115,121,366	48.1	598,884,480	57.6
San Francisco Mining Exchange	shares traded	1,862,383	75.6	6,011,842	71.8
Market value	\$	304,088	393.2	1,241,349	121.9
Retail Department Store sales	Index*	115.8	2.5	114.4	-1.8
TRANSPORTATION					
San Francisco Airport Traffic					
Planes in and out	Number	10,696(a)	-10.3	44,295(b)	-8.3
Passengers off and on	Number	363,999(a)	-2.6	1,356,442(b)	-0.4
Total mail by air	Pounds	5,124,023(a)	20.3	17,782,836(b)	24.1
Air express loaded, unloaded	Pounds	724,271	5.2	2,161,709	1.9
Air freight loaded, unloaded	Pounds	8,852,222(a)	4.9	34,167,059(b)	4.8
Express shipments, air	Number	15,382	-1.9	76,718	-1.5
Express shipments, rail	Number	51,176	2.3	255,496	-3.9
Freight car movements	Number	11,131	-4.6	52,485	-8.2
Truck movements—San Francisco Bridges	Index*	182.8	5.5	172.4	1.9
PORT OF SAN FRANCISCO					
Revenue tons	Revenue tons	436,422	-6.3	2,084,912	-10.5
Coastwise	Revenue tons	5,612	1.9	56,843	37.1
Inland waterway	Revenue tons	143,224	-11.4	718,298	-12.8
International	Revenue tons	23,116	-38.3	36,946	-2.9
Foreign	Revenue tons	264,470	1.3	1,218,025	-7.7
UTILITIES					
Electric energy sales	Index	173.3	8.9	178.4	3.1
Gas sales (industrial and commercial)	m.c.f.	410,644	3.5	7,894,011	5.7
Water sales (industrial and commercial)	m.c.f.	167,12	-0.3	792.06	0.7
Water sales (residential)	m.c.f.	121,27	0.9	572.35	-2.3
VISITOR AND NEWCOMER INQUIRIES					
Number	Number	2,251	-24.1	10,019	-18.9
SAN FRANCISCO CONSUMER PRICES (all items)	Index*	133.9(c)	1.7	-----	-----
II. BAY AREA ACTIVITIES					
CONSTRUCTION PERMITS (9 counties)					
Total permits authorized	\$ millions	89,923	9.7	390,754(z)	8.8
Residential only	\$ millions	52,314	4.5	215,931(z)	1.2
Dwelling units	Number	4,874	10.1	20,425(z)	6.2
EMPLOYMENT (6 counties)					
Total	Number	1,144,200(p)	1.2	1,133,200(p)	1.1
Agriculture	Number	18,600(p)	-0.5	15,720(p)	-6.0
Construction, contract	Number	70,100(a)	0.7	68,140(p)	-1.9
Manufacturing	Number	199,500	-2.6	198,340(p)	-3.6
Trans., comm., utilities	Number	106,400(p)	-0.3	105,620(p)	-1.3
Wholesale trade	Number	82,400(a)	0.9	81,500	1.0
Retail trade	Number	175,500(p)	4.6	174,840(p)	0.8
Finance, insurance, real estate	Number	77,500	4.6	76,000	4.9
Services	Number	205,900(p)	3.1	202,900	3.4
Government: Federal, State, Local	Number	206,600(p)	3.3	206,420(p)	4.1
UNEMPLOYMENT					
% of work force	Number	72,200	29.8	78,740	33.5
		5.9	25.5	6.5	30.0
RETAIL DEPARTMENT STORE SALES					
Oakland (unadjusted)	Index*	75.1	7.4	71.7	5.6
San Jose	Index*	308.5	5.1	285.9(z)	5.0
WAGES (average weekly earnings)					
Manufacturing (6-county area)	Dollars	111.27(a)	3.0	110.90(b)	4.2
Construction (6-county area)	Dollars	143.16(a)	8.4	140.21(b)	9.7
Retail trade (6-county area)	Dollars	83.19(a)	3.3	83.66(b)	3.4
Manufacturing (San Clara County)	Dollars	108.08(a)	1.6	108.23(b)	0.7
TRANSPORTATION					
Freight car movements in eleven Bay Area Cities	Number	46,938	-4.5	220,709	-8.2
Traffic into northern California	Number	80,244	-4.2	346,355	13.4
Out of state passenger cars	Number	195,095	-2.9	877,096	12.6
Cargo Vessels (San Francisco Bay)					
Arrivals	Number	430	-6.1	2,070	0.2
Departures	Registered tons	2,224,579	-6.0	10,470,288	-1.3
	Number	418	-6.9	2,058	0.5
	Registered tons	2,911,860	-7.5	10,594,052	-2.6
BRIDGE TRAFFIC					
San Francisco-Oakland Bay Bridge	Crossings	3,421,401	4.6	16,207,280	4.5
Golden Gate Bridge	Crossings	1,741,038	5.2	7,989,851	6.7
WORD TRADE (San Francisco Customs District)					
Imports	\$ value	42,622,248(c)	-0.3	110,708,312(d)	-36.1
Exports	\$ value	61,371,422(c)	17.3	176,147,425(d)	-25.4
FRUITS AND VEGETABLES					
Carlots	Carlots	2,838(a)	-15.6	12,429(b)	-3.2
LIVESTOCK SLAUGHTER					
Thousands of heads	Thousands of heads	102(a)	3.0	368(b)	-23.8

*Index based on 1947-49 average=100; (a) April; (b) 4 mos.; (c) March; (d) 3 mos.; (p) preliminary; (z) corrected.

Hitting the High Spots

with JIM WARNOCK

"COUNSELORS drawn from the ranks of business are needed to augment and increase the effectiveness of the Junior Achievement Program in the San Francisco Bay Area," according to E. D. Maloney, newly elected President of Junior Achievement of San Francisco, Inc., and former Chamber President. "Since its inception in the fall of 1950, Junior Achievement has provided a practical economics education to about 10,000 high school students," Maloney pointed out. "Participation in this worthwhile program is not limited to manufacturing companies. Banking, investment, title, insurance and other service-type businesses all counsel Junior Achievement companies effectively throughout the country. What is good for young persons in this program is also a plus-benefit, directly, for every 'senior' business organization involved."

THE WINE INSTITUTE has named Marjorie Lum, home economics and public relations expert, as Director of its Home Advisory Service, it has been announced by Don W. McColly, Wine Institute President.

EXCAVATION and pile-driving operations for the San Francisco International Airport's new \$8 million South Terminal Building got underway this week. The 680 pilings will be driven 100 feet below filled land to bedrock. The South Terminal is to be completed by 1963 and a similar North Terminal Building by 1970, according to Walton Becket and Associates, architects and engineers of the project.

"OLYMPIAN LIVING"—The Mount Olympus Community Estates section of Twin Peaks, now being developed, represents "an entirely new concept of luxurious living," according to G. H. Powell Humphrey, Inc., sales representatives of the two-acre, two-block "cul-de-sac." The land, purchased 45 years ago by the senior Mr. Humphrey (pioneer San Francisco developer), will contain only 13 buildings, each with no more than four units, each with garden-setting privacy, and each with a view encompassing the city, the bay, mountain peaks, the ocean, parks and bridges. Two, three and four-unit buildings will range in price from \$101,000 to \$185,000 for individual investments. Individual penthouses will be available either as cooperatives or for rentals.

GORDON ROTH, KCBS newsmen and a member of the Chamber Agricultural Committee, recently was commissioned a fleet captain in the Great Golden Fleet of the Chamber. Roth's power cruiser, Aqua Nest IV, participated in the Great Golden Fleet's bay cruise in which some 200 visiting northern California business, civic and community leaders were feted during the Chamber's "Coastal Days" celebration.

ROBERT SHURE, author of the *Twink* series of humor books and former editor of several Bay Area publications, has joined the staff of John W. Fearn Associates, San Francisco public relations firm. Shure returned recently from Europe where he was a feature writer for the English-language *Scandinavian Times* of Copenhagen.

SHIP REPAIR work in the amount of \$353,600 was awarded to local contractors during May by the San Francisco Naval Shipyard. Contracts totaling \$11,636 were awarded to private industry for public works maintenance tasks in the yard.

ROADSIDE CLEANUP costs will total \$1.75 million for the 1959-60 fiscal year in California, according to H. N. Bosworth, associate landscape architect of the State Department of Public Works. Solution of the problem "lies in education for the majority of persons and, to a lesser extent, in the enforcement field for the minority who must learn the hard way," Bosworth stated.

New Chamber Members



Ferd W. Callison Joseph L. Eichler John A. Ertola Dave Rapken G. B. Holcombe

Distinguished new members recently joining the Chamber include the above (left to right):

Ferd W. Callison, M.D., President of *Polyclinic Hospital, Downtown Center Corporation, S.F. Garage and Parking Association, and Building Owners and Managers Association*; Joseph L. Eichler, President, *Eichler Homes, Inc.*, 2151 St. Francis Drive, Palo Alto; John A. (Jack) Ertola, Attorney at Law, *Scampini, Mortara & Ertola*, 300 Montgomery Street; Dave Rapken, Co-Owner (with Meyer Neft) of the *Moulin Rouge Night Club*, Broadway near Montgomery; and Gordon B. Holcombe, *Industrial Covers, Inc.*, 185 Arkansas Street.

KQED'S 7TH ANNUAL Television Auction totaled \$84,700, exactly double last year, according to auction co-chairmen Robert Lurie and Mrs. Benson Roe. The Chamber contributed photo-lithographs of San Francisco, copies of *Holiday* magazine, records of "San Francisco—My Enchanted City" and "San Francisco Beautiful," Chamber affiliate, gave a number of trees.

"LABOR AND MANAGEMENT" was the subject of a one-week seminar last week at San Francisco State College. George W. Johns, Secretary-Treasurer of the S.F. Labor Council, and Robert Grunsky, Managing Director, California Metal Trades Association, served as advisors of the institute.

BENJAMIN H. SWIG, Chairman of the Board of The Fairmont Hotel, has been re-elected President of the San Francisco Chapter of the Association of the United States Army. The Honorable Elvis J. Stahr, Jr., Secretary of the Army, was the guest speaker during the election dinner held recently at the Presidio.

THE PACIFIC SHIPPER, edited and published by George E. Martin since its founding in 1926, has moved to 210 Mission Street, one of the first major firms to make way for the Golden Gateway redevelopment project. A new high-speed offset press and 28-inch camera to improve production in the new plant have been added. The firm, located at 400 Front Street since 1957, also publishes the monthly *Pacific Air & Truck Traffic* magazine and the annual *Coast Marine & Transportation Directory*.

FORTY-FIVE VOLUNTEERS to join the auxiliary police reserve are needed, according to Chief of Police Thomas J. Cahill. Volunteers may enroll on Monday or Wednesday nights at the Police Academy, Fulton Street at 37th Avenue, for the 44 sessions. Additional information can be obtained by telephoning SUITER 1-2020, Extension 251.

O. R. DOERR, President of the Chamber, has been elevated to Vice President and Assistant to the General Manager of the Pacific Gas and Electric Company (S. L. Sibley), according to Norman R. Sutherland, President of the company. R. W. Joyce was elevated to the new position of Vice President in Charge of Commercial Operations and W. D. Howell was appointed General Sales Manager.

J. E. ROTH, Senior Vice President of Tidewater Oil Company, has been given a number of new special executive assignments, according to George F. Getty, II, Tidewater President. Charles R. Brown, who joined the company in San Francisco in 1917, will assume the newly created post of Group Vice President for Exploration and Production. James McDonald, Assistant Western Division Manager, succeeded Brown as Western Division Manager.

THE SEQUOIAS, non-sectarian Presbyterian-sponsored residential community for persons of retirement age in Portola Valley near Woodside—a \$6 million project to bring about a community for persons above 60 years of age in which mental, physical and financial security are assured—was dedicated recently. Raymond L. Hanson, prominent San Francisco attorney and chairman of the Board of Directors, Northern California Presbyterian Homes, Inc., said that "for the first time in the long history of the problems of housing and care of the aged, we have developed a plan which offers complete medical, surgical and hospital production at a fixed cost, regardless of age. Residents are totally protected against the financial hazards of physical calamity in later years."

BECAUSE OF the increasing number of boat owners, KSFO—in cooperation with the U. S. Coast Guard Auxiliary, will present brief reports on wind and sea conditions each Saturday, Sunday and holiday at 9-10-11 a.m. and noon. Members of the Coast Guard Auxiliary will report—via ship-to-shore telephone—the actual conditions they find while patrolling the vast San Francisco Bay.

THE ITALIAN GOVERNMENT has further increased the liberalization of imports into Italy from the dollar area, according to Dr. Emanuele Costa, Italian Commercial Attache in San Francisco.

CAPTAIN RICHARD H. O'CONNELL has been named to the post of District Academy Training Representative of the U. S. Merchant Marine Academy, effective tomorrow (July 1), according to information received by the Chamber Shipbuilding and Ship Repair Committee. Captain O'Connell, who has served 16 years as an instructor and training officer at the U. S. Merchant Marine Academy, Kings Point, N.Y., will be responsible for evaluating the training facilities of various ships receiving operating subsidy aid required to carry cadets during their sea year and will work closely with the marine industry in developing potential deck and engineering officers for the American Merchant Marine.

PACIFIC CHEMICAL LABORATORIES, INC., analytical, commercial and consulting chemists, has moved its offices and laboratories to 41 Drumm Street. The company, founded in 1916, is certified by Benno Lowy, Jack Grillo and Frank Lee, staffed and licensed chemists and members of the American Chemical Society.

EICHLER HOMES, INC., has announced plans for a \$3.5 million building project in Diamond Heights to include 129 dwelling units—31 duplexes ranging from \$30,000 to \$45,000 and 67 town houses, \$30,000 to \$35,000.



BOB GOCKE, Vice President of Western Greyhound Lines, receives the Contact Club "Man of the Month" May Award. To the right is Wm. J. Bird, Chairman of the Chamber Membership Committee. Gocke, Captain of Team No. 6, had a total of five sales for the month.



AL ENDERLIN (right) receives a "Sales Certificate of Commendation" from F. Paschel Gallo, Chamber Director and Executive Vice President of Crocker-Anglo National Bank. Enderlin attained the "\$504 level of production" in Contact Club membership sales. Enderlin is currently the top producer with \$588 in cash sales.



Contact Clubbers gather in "Orientation and Assimilation" meeting. . . .

Helicopter Service for SF Bay Area

After 10 years of effort, including that of the Chamber, to obtain helicopter passenger service between San Francisco International Airport, the city, and Oakland, the new S.F.-Oakland Helicopter Airlines early this month became a reality. The company now is operating two turbine-powered Sikorsky S-62 amphibious helicopters, one of which is shown in flight. The planes cruise at a speed of 100 mph. The boat hull of the S-62 is an important factor in the San Francisco Bay operation, where most of the routes are over water. . . .



New type waterfront "bird" . . .

Freight Rates 'Discriminatory' to S. F. Bay Area

A brief, protesting increased freight costs for shippers and receivers in the San Francisco and northern California areas while exempting southern California areas, has been filed with the Interstate Commerce Commission in Washington, D. C., by Charles C. Miller, Manager of the Chamber Transportation Department.

"The Chamber, which includes, among its 4,514 members, many shippers and receivers in the bay area, is organized to develop and protect commerce and industry in San Francisco, the San Francisco Bay Area and its vicinity," Miller said. "The Chamber feels that a penalty should not be placed upon those doing business here or upon highly desirable industries which continue to seek locations in the San Francisco Bay Area.

"Certain high freight rates already are making it very difficult for the transportation industry to serve San Francisco's growing economy."

The brief relates to Docket No. 33590 (regarding general increases in transcontinental rates) and Docket No. 33591 (regarding general increases in transcontinental rates via freight forwarders).

"The item relating to the exception of southern California from the general increases is manifestly discriminatory as far as San Francisco and the bay area is concerned," Miller stated.

Industrial Expansion Nearly \$65 Million

Nearly \$65 million was committed in northern California's 48 counties for 369 industrial projects during the first four months of 1961—and nearly half of that, or more than \$30 million, during April—according to the Industrial Department.

Out of the cumulative total for the year thus far, more than \$50 million was committed in the San Francisco Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—with more than \$40 million of it invested in expansions.

Calendar

July 5—COASTAL DAYS COMMITTEE—Room 100, 11 a.m. to 5 p.m.
July 6—FINNISH-U.S. TRADE GROUP—Mr. Wilson, World Trade Club, 12 noon.
July 12—STREET, HIGHWAY AND BRIDGE SECTION—July 12—San Francisco Unified School District, 3rd Floor Board Room, 135 Van Ness Avenue, 10:00 a.m. to 12:00 noon.
July 12—FRANCIS OF ASSISI—Hotel St. Francis, Colonial Room, 12:30 p.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Director

JOSEPH I. HAUCHEY, Editor

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DEDICATION OF ST. FRANCIS STATUE by Beniamino Bufano was part of week's ceremonies honoring world premiere of "Francis of Assisi" in San Francisco. With Bufano (left) are Leone Baxter, in whose rooftop garden on top of the Fairmont Hotel the statue now stands, and Bradford Dillman, San Francisco-born star of the film, who was guest of honor at a Chamber-sponsored civic luncheon on Wednesday.

Civic Luncheon Friday For Huge British Liner

A civic luncheon welcoming to San Francisco the SS CANBERRA of the P & O-Orient Lines on her Pacific maiden voyage will be held next Friday noon at the Commercial Club.

Making the featured address at the luncheon will be Sir Donald Anderson, Chairman of the Board, Peninsular and Oriental Steam Navigation Co. of London. Chairman of the Shipping Federation, Ltd., President of the International Shipping Federation, Ltd., Joint-Chairman of the British National Maritime Board, and Chairman of the British Merchant Navy Training Board.

O. R. Doerr, Chamber President, will preside. Chairman of the Day will be Chalmers G. Graham, President of the British-American Chamber of Commerce and Trade Center.

The civic luncheon is sponsored by the British-American Chamber, the San Francisco Area World Trade Association, San Francisco Chamber, Commercial Club, Port Authority, Marine Exchange of the Bay Region, and S.F. World Trade Center Authority.

Reservations can be made by telephoning the Chamber, EXbrook 2-4511, extension 17. Tickets are \$3.25 each.



Sir Donald Anderson

Western Space Age Show Headed By Lockheed Aircraft President

Herschel J. Brown, Vice President of Lockheed Aircraft Corporation, will head the Board of Industrial Advisors of the Western Space Age Industries and Engineering Exposition, to be held April 25-29 next year at the Cow Palace, it has been announced by O. R. Doerr, President of the Chamber.

"Herschel Brown is one of the nation's outstanding men in the vigorous space age industrial development," Doerr said. "His company is one of the largest employers in the West and is the source of contracts for thousands of manufacturers of components, materials and equipment in the West."

Brown is inviting top men in the chemical, metals, electronics, transportation, aircraft, plastics, construction, plant equipment and other basic western industries to serve on the board.

"There has been a great need for western industry to integrate itself to build for a firmer, more self-contained economy and to place itself in a stronger competitive position," said Brown. "The space age exposition will greatly aid this by bringing the various industries together, establishing a wider vision for planners, owners, buyers and top management executives."

"The conferences, which will be held concurrently, will feature the nation's leading men in government as well as private procurement who will reveal future trends to guide expansion and policy."

The Western Space Age Industries and Engineering Exposition is sponsored by the governors and economic development agencies of the 13 western states.

The San Francisco Chamber is acting as coordinating agency, assisted by the San Francisco Bay Area Council, Oakland Chamber of Commerce and San Mateo County Development Association.

Lykke-Wilkin & Associates of San Francisco has been designated exposition managers.

Secretary of Commerce Hodges to Speak Here

Luther H. Hodges, Secretary of Commerce of the United States, will speak on "Our Place in World Competition" at a civic luncheon to be held in his honor Thursday noon, July 27, in the Commercial Club, according to G. L. Fox, General Manager of the Chamber.

The luncheon is sponsored by the Chamber, the Commercial Club and the National Security Industrial Association (San Francisco chapter). O. R. Doerr, President of the Chamber, will preside. Frank H. Higgins, former Assistant Secretary of the Army, will be Chairman of the Day.



Luther H. Hodges

Hodges, former Governor of North Carolina, was nominated Secretary of Commerce by President John F. Kennedy January 20th and confirmed the next day by the United States Senate. He was one of nine American governors to make an extensive tour of the USSR in the summer of 1959 and subsequently was put in charge of a North Carolina State Trade and Industry Mission to Europe.

Tickets, \$3.50 each, can be reserved by calling the Chamber, EXbrook 2-4511, or can be purchased at the door.



CHAMBER FIRE PREVENTION CAMPAIGN dramatized by Foster & Kleiser billboard.

S. F. Quotes—

"What I like best about San Francisco is San Francisco."

—FRANK LLOYD WRIGHT



JAN GOODRICK, 4, who lives at 1259-35th Avenue, is held by campaign leaders for the forthcoming United Crusade drive: George M. Dean (left) Vice President and General Manager of The Pacific Telephone Company, newly-appointed chairman of the Bay Area Major Firms Division; and S. Clark Beise, President of the Bank of America.

\$115 Million Water Bond Issue Approved

Proposition A on the November municipal ballot—the \$115 million water bond issue designed to meet consumer demands until 1985—has been approved and supported by the Chamber Board of Directors.

Action of the board followed studies and recommendations by the Chamber Tax Section, of which E. V. Donovan, Tax Manager of California & Hawaiian Sugar Refining Corp., is Chairman; the Chamber Capital Improvement and Land Use Section, of which F. Marion Donahoe, President of Citizens' Federal Savings & Loan Association, is Chairman; the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is Chairman; and the Retail Merchants Association, of which Paul Elder of Paul Elder & Co., is President.

"Between 1930 and 1960, local water consumption increased from 52 million gallons a day to 168 million gallons a day," Hansen said. "The current system has a delivery capacity of 180 million gallons a day, and the demand curve, projected to 1985 by water department engineers, shows that 300 million gallons a day will be necessary by that time."



CENTENNIAL CELEBRATION—O. R. Doerr, President of the Chamber, presents a scroll to Richard Gump, President of Gump's, marking the 100th year of existence of the world-famed art goods firm, 250 Post Street. Gump is in front of a picture of himself and his grandfather, Solomon Gump, who founded the unique store in 1861. To the far left is Harold V. Starr, Managing Director Retail Merchants Assn. G. L. Fox, General Manager of the Chamber, is to the far right.

\$1.76 Billion in Total Assets For Savings and Loan Associations

Savings and loan associations in the San Francisco Bay Area had \$1.76 billion in total assets last year, according to the Chamber Research Department, an increase of 30 per cent over 1959—contrasted with an increase of only 17 per cent for the state. The comparable increase for the Bay Area in 1959 over 1958 was 27 per cent.

Three new associations were begun last year: Beacon Savings and Loan Association of Antioch; Solano Savings and Loan Association of Fairfield; and First Federal Savings and Loan Association of Sunnyvale. There now are 53 associations operating in the nine-county S. F. Bay Area. Five of these had assets of over \$100 million—three in San Francisco, one in Oakland, and one in San Jose.

During the year, the number with San Francisco as their headquarters increased to 16 with the transfer of Security Savings and Loan Association's main office from San Jose to San Francisco.

Assets of San Francisco associations alone are now \$724 million, compared to \$504 million at the end of 1959—an increase of 43.7 per cent in one year.

Loans recorded by savings and loan associations in San Francisco during 1960 totaled over \$96 million, up 41 per cent from \$68 million in 1959. The associations last year made 36.6 per cent of all mortgage loans in San Francisco.

More Ship Repair Work Sought for Bay Area

Congress should hold hearings and conduct inquiries into procedures for assigning Navy ships to private yards for repairs so that more Navy repair work may be received by private industry in the Bay Area, according to Chamber directors.

Board action followed a recommendation by the Chamber Shipbuilding and Ship Repair Committee of which William B. Swan, Manager of General Electric Company's San Francisco Marine and Defense Facilities Sales, is Chairman.

"Management and labor on the coast agree that a satisfactory share of Navy repair work has not been allocated to private yards since World War II," Swan said.

'Great Golden Fleet' Adds 4 New Captains

Four new captains and a commodore of the Great Golden Fleet—nautical good will arm of the Chamber—have been commissioned, according to Dan E. London, Managing Director of the St. Francis Hotel.

Donald Watson, President of Weyerhaeuser Steamship Company and a Chamber Director, was named rear commodore.

Captains appointed include:

Gordon Roth, Farm Director, KGBS, Columbia Broadcasting System, Inc., and member of the Chamber Agricultural Committee; Peter A. Sals, Barton Development Co.; Robert Campbell, Owner, Bob's Steakhouse; and Robert D. Marshall, lumber manufacturer.

Commissioning occurred recently at a luncheon aboard London's Great Golden Fleet flagship *Adventress* at Angel Island.



NANI LEI BETTENCOURT presents a lei sent to O. R. Doerr, Chamber President, by Hawaiian Governor William Quinn as a reminder of the Business Development Tour of Hawaii, to be held by the Chamber Hawaiian Affairs Section October 18-29 with Doerr as tour leader. Miss Bettencourt, a secretary of the Sheraton-Hawalei Hotels sales office in San Francisco, is flanked by Axel Mikkelsen, District Sales Manager of Pan-American World Airways, and Fay Rebe, stewardess of the airline which flew flowers.

Business Tour of Hawaii Scheduled This October

A Business Development Tour of Hawaii, the 50th state, will be held under the sponsorship of the San Francisco Chamber of Commerce Hawaiian Affairs Section October 18-29, according to John O'Brien Callen, General Manager, New York Life Insurance Company and Section Chairman.

One Chamber contingent is scheduled to leave San Francisco October 21 via Pan American World Airways and return October 29 via United Air Lines. A second group will depart from San Francisco October 21 via Pan American World Airways and return on the S.S. Matsonia (Matson Navigation Company) November 3. A third party will sail from San Francisco on the S.S. Matsonia October 18 and return October 29 via United Air Lines.

Trip details and further information can be obtained by telephoning the Chamber Domestic Trade Department, EXhroom 2-4511, extension 63.

Improved Mail Service Luncheon Is Scheduled

The "Nationwide Improved Mail Service" campaign will be inaugurated locally with a luncheon at the Mark Hopkins Hotel Wednesday, 12:15 p.m., with the cooperation of the Chamber and the San Francisco Area Mailers Council—comprised of 100 large commercial mailing firms—according to John F. Fixa, Postmaster of San Francisco.

Richard J. Murphy, Assistant Postmaster General, Bureau of Personnel, will be chief speaker.

Hitting the High Spots

with JIM WARNOCK

MATTHEW J. BOXER, a Director of the Retail Merchants Association (an affiliate of the Chamber), has been elected to the United States National Soccer Hall of Fame. Boxer, who pioneered soccer in San Francisco and on the West Coast for more than 20 years, was named to the Hall of Fame during the recent United States Soccer Football Association convention held at Baltimore, Md. . . .



GROUND-BREAKING CEREMONIES for the Kings edge, the first motel in the Chinatown area, were held recently, heralding the start of construction for a 63-unit, six-story, \$12 million motel. Architect, Albert R. Seyranian of San Francisco. . . .

AN FRANCISCO AND OAKLAND Helicopter Airlines ended its first month of service in the Bay Area with a record total of 331 revenue passengers or one day on June 30. "The fine public support of this helicopter service," M. F. Bagan, President of the airline, said, "will enable SFO to expand its routes in the near future to include service to Berkeley and Palo Alto and to Contra Costa, Marin and Santa Clara counties." . . .

THE COLLEGE OF PHYSICIANS AND SURGEONS—San Francisco's 65-year-old dental school—will become an integrated unit of the Presbyterian Medical Center, according to John R. Little, president of the Board of Trustees of the Medical Center, and Francis J. Herz, D.D.S., President, Board of Trustees of the college. The college has obtained 30,000 square feet of property at the corner of Sacramento and Webster streets for its new \$5 million facility which will "maintain its own identity, conduct its own operations and be financially independent of the Center," according to Dr. Herz. . . .

SUMPS, 750 Post Street, is celebrating its 100th birthday this year. Wholly controlled by the Gump family for three generations, it was founded by Solomon Gump in 1861 who was succeeded in turn by his son, A. Livingston, and his grandson, Richard. The store is celebrating its centennial with a historical display on the third floor art gallery through July 29. . . .

AUL MASSON is enlarging its champagne cellar in Saratoga this summer with the addition of 32,000-square-foot building to provide more glazing facilities for the product of the 109-year-old interior firm, according to Otto E. Meyer, President. Completion is scheduled for October. The architect is John S. Bolles, member of the Chamber Industrial Development Committee. . . .

A COURSE IN FIRE DEFENSE—its prevention, methods of fighting home fires, safety precautions and rescue—will be held by the City and County Disaster Council and Corps, 45 Hyde Street, Thursday (July 20). A session on "psychological defense"—the nature of fear, fear reactions and panic control techniques—will be held the following Thursday (July 27). . . .

MATTET G. SOLOMON, Senior Vice President of Federal-Anglo National Bank and a former officer of the Chamber, has accepted Stanford President Wallace Sterling's invitation to become a member of the Stanford Graduate School of Business' advisory council. . . .

JOSEPH M. MCAVOY, resident of Belmore, Long Island, has been appointed full-time representative for the Port of San Francisco on the Eastern Seaboard with headquarters in New York City. MCAVOY will solicit industrial and governmental shippers in New York, New England and Washington, D. C., to gain new cargoes for the Port of San Francisco. . . .

AN INTERNATIONAL FESTIVAL and Trade Fair will be held September 20-24 at Los Altos under the sponsorship of the Los Altos Chamber of Commerce, featuring a parade and pageant, musical opera, symphony concert, art exhibit, trade exhibits, fashion shows, arts and crafts exhibits, athletic events and electrical science exhibits. . . .

THE SAN FRANCISCO MUSEUM OF GRAPHIC ARTS, 3325 Fillmore Street, sponsored by the San Francisco Territorial News, is now open to the public without charge. The museum includes in its exhibits a replica of an early California printing office, complete with vintage typewriters, telephone, press and furniture. . . .

PAUL L. DRAGON, a native of Berkeley, has been appointed Assistant Director of Industrial Relations for Columbia-Geneva Division of United States Steel. . . .

THE PRESENCE of the Sixth Army Headquarters and other Army groups within the boundaries of the City and County of San Francisco is the basis for annual expenditures of almost \$380 million within the Bay Area—about 43 per cent more than the 1960 budget of the City and County of San Francisco of more than \$266 million. Estimated annual payroll, purchases and contracts expended last year by the Presidio of San Francisco totaled \$73 million and by other Army installations and agencies, \$88 million. About 4,000 retired Army personnel living in the Bay Area contribute about \$14 million to the area's economy. . . .

ONE OF THE LARGEST ATOMIC power plants in the world is to be built on the Sonoma County coast at Bodega Bay, 50 miles north of San Francisco, by Pacific Gas and Electric Company, according to PG&E President Norman R. Sutherland. The \$61 million atomic station will have an electric generating capacity of 325,000 kilowatts, powered by a boiling water reactor. . . .

HERBERT H. HARMON, Manager of the Chamber Membership Department, recently addressed the Central and Northern Chamber of Commerce Executives during a meeting at the Fairmont Hotel. . . .

RADIO STATION KSFO is now offering helicopter traffic and weather reports to its listeners, according to William D. Shaw, Vice President and General Manager of the station. Reports, beginning at 6:30 a.m. and continuing throughout the broadcast day, keep listeners alert to traffic tieups, accidents and major local news breaks. The new San Francisco-Oakland Helicopter Airlines is supplying the service. . . .

STECHER-TRAUNG Lithograph Corporation has established a new folding carton department at its western division plant in San Francisco, according to Ralph J. Wrenn, President of the firm and a Chamber Director. For 30 years the company has confined its folding carton manufacturing to plants in Rochester, N.Y. . . .

SHELL COMPANIES of the United States were cited by the *Saturday Review* "for distinguished advertising in the public interest during 1960." The magazine noted that the U. S. is a "business-oriented civilization and economic democracy in which the continued prosperity, indeed the survival, of an industry or corporation depends on public approval of corporations as socially responsible institutions." The institutional advertising campaigns cited were Traffic Safety Quizzes, Seashells in Art, and Young People's Concerts of the New York Philharmonic, conducted by Leonard Bernstein—all programs directed by the Shell Publicity Department and produced by Kenyon & Eckhardt, Inc., advertising agency. . . .

"BUYING POWER" MAPS, each of which will cover 180 square miles and shows the average net income and total family units by neighborhoods in the country's largest metropolitan areas, are being completed by Sanborn Map Company, Inc., according to Robert E. Kellner, Vice President. Maps of far western states are on display at Sanborn's San Francisco office, 530 Washington Street. . . .



"VERTICAL SUBDIVISION" or "high-rise" apartments—a new concept enabling dwellers to own "air space" units rather than ground-dwellings—is discussed (left to right) by Mark Sullivan, retiring President of the San Francisco Planning Commission; W. H. Young, local builder; J. Joseph Sullivan, Acting Mayor of San Francisco; and O. R. Doerr, Chamber President. . . .

"CLASSI-FIND" National Want Ads, a new bi-monthly national magazine originating in San Francisco, goes into its second edition with the July-August issue now on sale. The first consumer periodical of its kind, Classi-Find is devoted exclusively to classified ads catering to a wide variety of vocational and hobby interests. Its second issue contains ads under 117 subject classifications, with a cover motto of "Read 'em and REAP!" Published by Classi-Find Publishing Co., Inc., 149 California St., S. F., the magazine is printed locally by Phillips & Van Orden Co., and distributed nationally by International Circulation Distributors, a division of Hearst Magazines. . . .

CONSTRUCTION of the San Francisco International Airport south terminal is scheduled to begin in August, according to Welton Becket and Associates, architects and engineers, who master-planned the airport for the jet age and designed the dramatic new structure. . . .

THE BUSINESS BRANCH of the San Francisco Public Library has opened its newly-expanded quarters at 551 Market Street. . . .

"SAN FRANCISCO AIRPORT Meets the Jet Age," a 20-minute slide program narrated by Ed Black, Project Architect on the staff of Welton Becket and Associates, architects and engineers, is now available for use by various clubs and civic groups once a week, noon or night (Mondays through Fridays), according to Robert L. Davy, the firm's publicist. . . .

THE STATE DISTRICT COURT of Appeal has ruled that San Francisco cannot use the longevity pay scales paid in Los Angeles in setting local police and fireman's scales, according to the San Francisco Municipal Conference which participated in the suit as a friend of the court on the side of the city in its appeal. Sylvester J. McAttee was Counsel for the Conference. . . .

AIRBORNE FREIGHT Corporation gross income for the fiscal year 1960 reached a new high of \$13,439,996, up 12 per cent over 1959 and 68 per cent above the fiscal year 1958, according to J. D. McPherson, Corporate President. . . .

WITH THE IMMINENT activation of the United States Travel Office under Secretary of Commerce Luther H. Hodges, American Express has polled all segments of the industry to find out what is being done to improve services and facilities for foreign visitors. The survey developed these indicators: Travelers' Aid and related agencies are expanding interpreter services at ports of entry; pools of linguists have been established at hotels, restaurants, department stores and travel agencies; new all-inclusive packages for pleasure visitors and newly introduced \$99 excursion rate tickets for 99 days of bus travel are now on sale in Europe for those limited by budget or currency restrictions; many more citizens' hospitality committees in the midwest and far west have sprung into being; and more travel literature in foreign languages on the U. S. is being made available overseas. . . .

SHIP REPAIR WORK amounting to \$453,530 was awarded in June to local contractors by the Assistant Industrial Manager, USN, with an additional \$120,000 of industrial work "farmed out" by the San Francisco Naval Shipyard. . . .

Foreign Commerce Bill Approved by Directors

Senate Bill 1729—designed "to promote the foreign commerce of the United States"—has been voted approval by the Chamber Board of Directors, according to G. L. Fox, General Manager.

Action of the Chamber followed approval of the bill and a recommendation by the San Francisco Area World Trade Association Policy Committee.

"In order to promote the competitive position of American business in world markets through the insurance of export credits against political and commercial risks, the World Trade Association—overseas business arm of the Chamber—wholeheartedly endorses the foreign commerce act of 1961," E. R. Knauf, SFAWTA president, stated.

"This bill proposes to strengthen the national export promotion program, increase the effectiveness of the Foreign Commerce Service and reorganize the U. S. Department of Commerce in order that international trade information may become available to businessmen more expeditiously," he continued.

"It endeavors to lessen the bureaucratic hold on our foreign commerce officers and as a consequence, bring about a closer tie between the businessman and his representatives in the foreign service."

Rapid Transit KNBC Debate

"Rapid transit—good or bad for San Francisco?" will be the subject of "San Francisco in the Sixties" tomorrow, 8:05 p.m., on KNBC, sponsored by the Chamber.

Opposing points of view on the proposed transit plan—largest ever contemplated in the U. S.—will be represented by Adrien Falk, President of the San Francisco Bay Area Rapid Transit District, and James D. Warnock, Publicity Manager of the Chamber.

G. L. Fox, General Manager of the Chamber, is moderator for the regularly scheduled series.

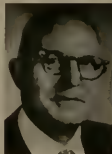
Calendar

Friday, July 21—CANSERRA LUNCHEON—San Francisco Commercial Club, 12 noon. Speakers: Sir Donald Anderson.

Thursday, July 27—SECRETARY OF COMMERCE HODGES LUNCHEON—San Francisco Commercial Club, 12 noon. Speaker: Luther H. Hodges, Secretary of Commerce.

Thursday, July 27—MEMBERSHIP ORIENTATION AND ASSIMILATION MEETING—John Hancock Building, 3rd floor, 255 California Street, 9:45 a.m.

New Chamber Members



Waldo J. Marra



Malcolm Stroud



Peter Lomax



Tom B. Markley



J. D. Fessio

New members recently added to the Chamber roster include the above (left to right):

Waldo J. Marra, Executive Director, *Business Communications Center*, 420 Market Street; Malcolm Stroud and Peter Lomax, Co-Owners, *The Coachman Cocktail Lounge*, 1057 Powell Street; Tom B. Markley, *Attorney at Law*, 582 Market Street; and J. D. Fessio, Vice President, Sales and Service, *South Pacific Airlines*, 311 California Street.

Below (left to right) are:

Jules Irving, Managing Director, *San Francisco Actor's Workshop*, 609 Sutter Street; Gay Rickman, Owner, *Salesmen Unlimited*, Suite 1065, 760 Market Street; P. C. Valentine, Jr., Assistant Sales Manager, Sand Division, *Del Monte Properties Co.*, Crocker Building; Emmett E. Stevenson, Vice President, *Stevenson & Son*, 601 Mission Street; and Elmo Cornelison, Director, *Creative Communication Clinic*, 515 Vermont Street.



Jules Irving



Gay Rickman



P. C. Valentine, Jr.



E. E. Stevenson



Elmo Cornelison

Contact Club Luncheon Held at Trader Vic's

Forty members of the Contact Club of the Chamber, dedicated to increasing the membership roll of the organization, ended the first phase of this year's campaign with a final report and an awards luncheon Thursday (July 13) noon at Trader Vic's, according to Herbert H. Harmon, Manager of the Chamber Membership Department.

"Total sales since the first of the year reached nearly 90—exceptionally good for this hard working group and exceeding all our expectations," Harmon said. "Under the leadership of William J. Bird, Membership Chair-

man and Western Vice President of John Hancock Mutual Life Insurance Company, this 'task force' of volunteers from leading business and commercial firms is now making plans for an accelerated membership campaign."

Eight new members were added, as of the 25th report of the Contact Club. Bill Siden of Pacific Gas & Electric Company and Phillip Rowland of Fireman's Fund Insurance Company each registered two sales to keep team No. 4 in the lead with 18 sales.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor
JOSEPH I. BAUGHEY, Editor

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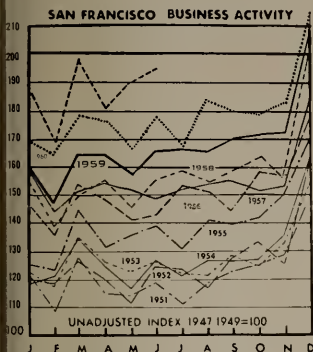
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San Francisco, Calif.



SF Business Activity For Half-Year Period Records Gain of 8.1 Per Cent

San Francisco business activity for the first half of the year rose 8.1 per cent above the first half of last year, according to the Research Department of the Chamber. A rise of 3.5 per cent for June over the previous month skyrocketed the Chamber business index figure to 186.3 for the six-month period this year.

Bank debits in San Francisco for June soared to 25.7 per cent over the same month in 1960 to a record \$6.4 billion. Mortgage loans increased by 17.4 per cent in number and 52.3 per cent in value.

San Francisco construction permits, reaching a zenith for the year, totaled \$11.3 billion—more than twice the total for June, 1960. However, total permits thus far this year were \$10 million shy of the similar period of 1960. University of San Francisco's Law School, Fulton and Shrader Streets, \$1,456,254, was among the major projects granted a permit. Others were Tishman's cooperative apartments, California and Jones Streets, \$1,252,654, and the renovation of the DeYoung Building, 690 Market, for the new Home Mutual Savings and Loan Association home office, \$300,000.

Nine-County Record

A record for the Bay Area's nine counties (San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma) was set in June, \$95,866,000—

(Turn to page two)

Africa Week Committee Holds Monday Meetings

First of a series of Monday night briefings on the Continent of Africa—a prelude to Africa Week in San Francisco September 17-23—will be held Monday in Room 282 of the City Hall, according to L. Jack Block, Chairman of the Mayor's Committee for Africa Week.

Monday's Speaker will be Marcel Ibañico, President of the National Assembly of the Republic of the Congo.

Study To Determine Best Use of Old Hall of Justice is Urged by Chamber

Sale of the old Hall of Justice should be delayed and a study made to determine its best possible use, the Chamber has urged the Board of Supervisors, according to O. R. Doerr, Chamber President. Action of the Chamber Board followed recommendations by its Capital Improvement and Land Use Section, of which F. Marion Donahoe, President of Citizens' Federal Savings and Loan Association, is Chairman, and the Chamber Redevelopment Coordinating Committee, of which Randall Larson of Severson, Zang, Werson, Berke and Larson, is Chairman.

"The Chamber board of directors, concerned lest the Board of Supervisors' declaration of the old Hall of Justice as surplus implies an obligation to sell the property in some haste, feels that delay of the sale should be made pending a study of the best uses for the property in its relationship to the entire surrounding area," Doerr stated. "At the same time, the directors have voted to support the City Planning Commission in its request for city funds necessary to complete the study. Actually it is important that the sale be delayed pending a determination of guide lines for improving the property.

"The Portsmouth Square-Hall of Justice area could influence the entire downtown complex. It should be integrated as an important hub of many key sections of the city, such as the Golden Gateway, the financial district, Chinatown and the downtown entertainment, shopping and hotel districts.

"Funds for a study to assure this integration and, in fact, to guide the future design of all downtown San Francisco, have been requested from the Board of Supervisors by the City Planning Commission in the amount of \$25,000. While we are not prepared to comment on the exact amount required, the Chamber strongly recommends an appropriation for this purpose and urges that, meanwhile, the sale of the old Hall of Justice should be delayed."

Fort Funston Bond Issue is Approved

Acquisition of Fort Funston for park purposes—involved in the \$1,100,000 bond proposal on the November municipal ballot—has been supported by the Chamber, according to G. L. Fox, General Manager.

Action of the Chamber board followed studies and recommendations of the organization's Capital Improvement and Land Use Section, of which F. Marion Donahoe, President of Citizens' Federal Savings & Loan Association, is Chairman; the Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is Chairman; and the Tax Section, of which E. V. Donovan, Tax Manager of California and Hawaiian Sugar Refining Corp., Ltd., is Chairman.

"Fort Funston—an area of 116,934 acres along San Francisco's ocean front, has been declared surplus federal property by the General Services Administration," Fox explained. "The property is available to the city and county or the state at a bargain price provided the city acts by January of next year. Otherwise a public auction to sell at least part of the land to private developers will be scheduled.

"The city," he continued, "has an understanding with the State Park Commission that, if San Francisco acquires Fort Funston, the state would reimburse the city \$1,067,500 for the land and would develop and operate it as a state park. The state cannot act in time to purchase the land directly from the GSA before the January deadline. Action of the state legislature—and possibly a state bond proposal for approval by the electorate—is required.

(Turn to page four)

S. F. Quotes

"Here are horizons of opportunity as limitless as the view out the window across the Pacific. Here is a zest for living. Here a man can do things."

—HENRY J. KAISER

Business Activity Up 8.1% for the First Half of 1961

(Continued from page one)

31.1 per cent above June of last year. The six-month total of \$186,620,000 was considerably above last year and the record year of 1959.

Residential construction for the year was \$274,580,000 or 5.9 per cent above 1960 although not as high as the 1959 total of \$284,479,000.

Construction employment in June was the same as the same month last year in both the San Francisco-Oakland Metropolitan Area, 72,100, and in the San Jose area, 19,200.

Total employment rose 9,800 between May and June to 1,154,000 persons and was 1.3 per cent above June of last year. Largest year-to-year gains were in government and service employment. Manufacturing employment, especially in durable goods, was down 1.8 per cent from June to June. In the San Jose area, employment increased 11,300 from May to June, and gained 16,700 or 7.0 per cent over June, 1960; manufacturing gains of 6,900 accounted for more than half of the June-to-June increase, especially noticeable in durable goods.

Unemployment

Unemployment continued to loom large with 6.3 per cent of the labor force in the San Francisco-Oakland area or 78,200 jobless, and 7.5 per cent in the San Jose area or 20,800 unemployed.

May figures for average weekly earnings showed that manufacturing and construction wage levels in the San Francisco-Oakland area were at the highest point ever, \$113.78 and \$114.76, respectively. Average manufacturing wage in the San Jose area, which was some \$5 higher than San Francisco last year, was \$3.69 lower, on the average, in May.

Department store sales in the Bay Area's three largest cities showed gains in June over June, 1960. San Francisco was up 0.9 per cent, Oakland 10.7 per cent and San Jose 7.5 per cent.

Stock Activity Brisk

Department store sales for the first half of the year were down in San Francisco, 1.4 per cent, with Oakland up 7.8 per cent and San Jose up 5.5 per cent.

Brisk activity was reported on the Pacific Coast Stock Exchange, with 44,701,815 shares traded from January to June, nearly equal to all of last year's activity. In June \$98 million worth of stock was traded, lowest month this year but far above the best month of last year.

World trade through the San Francisco Customs District showed exports down 3.6 per cent and imports off 13.1 per cent for the first four months of 1961 vs. 1960.

In the field of transportation, San Francisco International Airport reported that scheduled arrivals and departures of planes were off 9.1 per cent for the five months this year but the number of passengers was nearly equal to the cumulative period last year. Sizeable gains were reported for air mail, air freight and air express.

Port Tonnage Slips

Rail car loadings were down in San Francisco and the surrounding areas for June and the year to date.

Biggest vehicular traffic gain, percentage,

wise, for the first half year was over the Dumbarton Bridge, up 19.9 per cent. Golden Gate, San Francisco-Oakland, Carquinez and Richmond-San Rafael bridges also recorded gains—all more than four per cent over the first half of last year.

Port of San Francisco revenue tonnage slipped 8.8 per cent for the first half of the year compared to the same period last year. Tonnage among Bay Area ports decreased 2.6 per cent for incoming vessels and 4.4 per cent for outgoing vessels.

Business Activity Through June, 1961

I. SAN FRANCISCO ACTIVITIES

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS

Residential permits	Number	73	-22.3	43	-14.6
Total permits issued	Number	1,268	18.5	6,895	19.9
Residential permits	Value	6,282,753	157.1	18,186,718	-33.7
Non-residential	Value	1,805,099	124.1	17,248,099	-13.0
Additions, alterations, repairs	Value	3,795,894	48.4	19,300,723	-7.5
Total value of permits	Value	11,883,736	115.9	\$4,741,340	-15.1
Dwelling units authorized	Number	292	52.1	1,352	-33.5
Single-family units, new	Number	41	-40.6	275	-17.4
Two-family units, new	Number	8	-20.0	64	-11.1
Multi-family units, new	Number	243	115.0	1,011	-37.7

REAL ESTATE

Deeds recorded	Number	1,577	5.9	8,701	1.4
Mortgages and deeds of trust	Number	1,829	17.4	10,083	14.9
	Amount	38,830,201	52.3	176,633,570	28.9

FINANCE

Bank deposits	\$1000	4,483,140	25.7	33,144,152	14.5
Postal receipts	\$	3,062,629	-2.6	18,987,074	3.3
Pacific Coast Stock Exchange	shares traded	5,520,104	11.7	44,701,815	19.5
Market value	\$	98,764,145	17.4	697,648,625	50.3
San Francisco Mining Exchange	shares traded	766,086	-33.5	8,777,728	50.9
Market value	\$	88,598	-18.6	1,330,457	99.9
Retail Department Store sales	Index*	119.3	0.9	115.2	-1.4
Commercial failures	Number	12	-36.8	77	26.2

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	11,031(a)	-12.4	55,326(b)	-9.1
Passengers off and on	Number	368,043(a)	-6.0	1,724,483(b)	-1.6
Total mail by air	Pounds	5,269,618(a)	38.0	25,952,454(b)	20.1
Air express loaded, unloaded	Pounds	807,535(a)	18.6	3,945,813(b)	10.8
Air freight loaded, unloaded	Pounds	9,659,882(a)	17.1	44,036,941(b)	7.3
Express shipments, air	Number	15,167	2.4	91,865	-4.6
Express shipments, rail	Number	49,420	-6.8	305,116	-4.3
Freight car movements	Number	11,010	-4.5	63,495	-7.6
Truck movements—San Francisco bridges	Index*	185.5	2.3	174.8	-2.0

PORT OF SAN FRANCISCO

Total	Revenue tons	494,291	-0.8	2,579,203	-8.8
Coastwise	Revenue tons	14,830	6.5	71,561	-29.2
Inland waterway	Revenue tons	178,237	10.0	895,565	-9.7
Intercoastal	Revenue tons	22,592	-4.8	114,338	-38.1
Foreign	Revenue tons	278,602	1.2	1,496,627	-6.1

UTILITIES

Electric energy sales	Index	171.5	7.4	177.2	6.0
Gas sales (industrial and commercial)	m.c.f.	1,171,85	-6.1	9,065,86	-0.9
Water sales (industrial and commercial)	m.c.f.	0.4	172.0	995.5	1.3
Water sales (residential)	Index	121.13	0.9	693.35	-1.9
Visitor and Newcomer Inquiries	Number	2,188	-9.2	12,207	-17.3
San Francisco Consumer Prices (all items)	Index*	133.8	1.0	133.8	1.4

II. BAY AREA ACTIVITIES

CONSTRUCTION PERMITS (9 counties)

Total permits authorized	\$ millions	95.87	36.1	486.62	13.3
Residential only	\$ millions	58.65	27.7	274.58	9.9
Dwelling units	Number	4,612	14.4	25,037	7.6

EMPLOYMENT (6 counties)

Total	Number	1,154,000	1.3	1,136,460	1.2
Agriculture	Number	20,600	7.3	18,530	0.9
Construction, contract	Number	72,100	-1.8	68,800	-1.6
Manufacturing	Number	202,200	-0.6	198,900	-3.3
Trans. comm., utilities	Number	107,200	-0.6	105,820	-3.3
Wholesale trade	Number	80,900	-0.7	81,400	0.9
Retail trade	Number	176,800	-0.9	175,350	0.9
Finance, insurance, real estate	Number	43,300	4.3	43,330	0.0
Services	Number	206,300	3.0	203,520	3.3
Government: Federal, State, Local	Number	206,200	2.9	206,220	3.8
Unemployment	Number	78,200	21.4	78,650	31.4
% of work force		6.3	18.9	6.4	25.5

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index*	74.2	10.7	72.1	7.8
San Jose	Index*	341.4	7.5	295.2	5.5

WAGES (average weekly earnings)

Manufacturing (6-county area)	Dollars	113.78(a)	5.7	111.54(b)	3.8
Construction (6-county area)	Dollars	144.76(a)	4.9	140.76(b)	8.6
Trans. comm., utilities	Dollars	82.72	3.3	82.71	3.7
Retail trade (6-county area)	Dollars	110.05(a)	-2.5	109.78(b)	1.1

TRANSPORTATION

Freight car movements in eleven Bay Area Cities	Number	47,889	1.8	268,598	-6.5
Traffic into northern California	Number	137,227	13.9	483,582	13.6
Out of state passenger cars	Number	382,093	10.7	1,207,189	12.0
Out of state passengers	Number	402	-5.9	2,472	-0.9
Cargo vessels (San Francisco Bay)	Registered tons	2,033,403	-8.4	12,503,491	-2.6
Arrivals	Number	2,425	-12.8	2,425	-1.7
Departures	Registered tons	1,883,701	-13.7	12,777,553	-4.4

BRIDGE TRAFFIC

San Francisco-Oakland Bay Bridge	Crossings	3,432,032	3.6	19,639,312	4.3
Golden Gate Bridge	Crossings	1,840,124	7.9	9,830,015	6.9
Carquinez Bridge	Crossings	1,260,336	10.7	6,404,786	-2.3
San Mateo-Hayward Bridge	Crossings	330,392	3.3	2,795,616	-8.3
Richmond-San Rafael Bridge	Crossings	318,025	9.8	1,677,699	8.3
Dumbarton Bridge	Crossings	231,695	18.8	1,274,563	19.9

WORLD TRADE (San Francisco Customs District)

Imports	\$ value	40,020,049(c)	-6.4	150,728,351(d)	-13.1
Exports	\$ value	51,568,305(c)	-1.4	227,715,730(d)	-3.6
Fruits and Vegetables	Cavots	3,677(c)	7.5	16,106(b)	-0.9
LIVESTOCK SLAUGHTER	thousands of heads	113(a)	14.1	481(b)	-0.4

(a) May; (b) 5 months; (c) April; (d) 4 months; (e) preliminary.

Hitting the High Spots

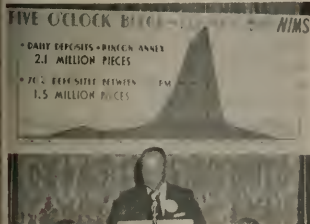
with JIM WARNOCK

A POPULATION report of "White, Negro and Other Races" in the San Francisco-Oakland Metropolitan Area has been prepared for KXAN Radio by Clifford V. Levy of Far West Surveys and his staff—with the cooperation of the Chamber, San Francisco Planning Commission, U. S. Department of Commerce and San Francisco Health Department, among others. "Purpose of the report was provided by the controversy caused by lack of unbiased information on the subject," Levy said. San Francisco's Negro population was fixed at 74,383, representing 10 per cent of the city and county's total. "Being the oldest and most multi-cultural county in the Metropolitan Area, new residents find that adjustment is easier in San Francisco than the other counties," the report noted. . .

AN UNUSUAL GUIDE book, San Francisco: an Informal Guide, written by Ben Adams, will be published in September by Hill and Wang, Inc., New York. Much research and much of the material in the book were provided by Joe Haughey of the Chamber Publicity Department. Another book, How to Live in California: a Guide to Work, Leisure and Retirement, written by Phillip H. Ault, Executive Editor of Associated Desert Newspapers, Coachella Valley, is soon to be published by Dodd, Mead & Co. It contains a chapter on San Francisco which will include photographs of the city provided by the Chamber Publicity Department. . .

A NOTICEABLE DROP in shipping activity in San Francisco Bay and river ports during June has been announced by the Marine Exchange. The 769 vessel movements in and out of the Golden Gate compared with 848 movements in June of last year. The number of vessels which departed last month, 367, was the lowest during any month since February of last year. Ship traffic in the first half of 1961 was surpassed in the first half of 1960 by 64 vessel movements, a drop of two per cent, and by 902,642 net tons, a four per cent fall-off. Comparison of Golden Gate traffic shows 2,472 ship arrivals during the latest January-June period and 2,493 ship arrivals during the same period in 1960; departing vessels in the first halves of 1961 and 1960 totaled 2,425 and 2,468, respectively. . .

JOSEF VON STERNBERG, one of the great names in the history of motion pictures, has accepted the invitation of Irving Levin, Director of the San Francisco International Film Festival, to be a member of its panel of jurors at the Fifth Competition, to be held this Fall. As a result of von Sternberg's participation as a juror, the Film Festival will include on its schedule a special retrospective program of his greatest films. He discovered Marlene Dietrich in 1929 and created the movie that has become his classic contribution to the cinema, *The Blue Angel*. . .



O. R. DOERR, Chamber President, is shown addressing more than 200 major commercial "mailers" who attended the recent Nationwide Improved Mail Service luncheon at the Mark Hopkins, sponsored by the Chamber.

New Chamber Members



Charles Pivnick Daniel Haagens Mary E. Jones A. O. Bennett T. W. Cordry, Jr.

New members recently added to the Chamber roster include the above (left to right):

Charles Pivnick, Partner, *Cable Car Clothiers*, 305 Grant Avenue; Daniel Haagens, Center Director, *C-E-I-R, Inc.*, data processing services and data processing consultants, 345 Howard Street; Mary Elizabeth Jones, Owner, *Market-Montgomery Letter Service*, Hobart Building; A. O. Bennett, Vice-President, *Mercury International Companies*, Suite 203-B, San Francisco International Airport; and Thomas W. Cordry, Jr., President, *National Employee Benefit Services, Inc.*, 111 Sutter Building.

A PIONEERING TECHNIC to extend the usefulness and movement of cargo containers at U.S. ports—first tested eight months ago—has been approved for national adoption, according to the Marine Exchange. Commissioner of Customs Philip Nichols, Jr., has issued instructions to all customs districts making available the new method of shipping cargo in containers and vans directly from ships to importers' warehouses and other non-water-front locations where cargo can be unloaded without direct customs supervision. Formerly containers were either opened on the docks or, when by special arrangement containerized cargo was allowed to move directly from vessel to warehouse, packages had to be taken back to the customs appraiser to determine duty due—procedures which reduced the advantages offered by the increasingly popular use of containers in world commerce. . .

THE POST OFFICE Department's "Nationwide Improved Mail Service" program—involving some 300 cities—was kicked off here July 19 at a luncheon in the Room of the Dons, Mark Hopkins Hotel, with the cooperation of the Chamber. Richard J. Murphy, Assistant Postmaster General, Bureau of Personnel, was the speaker. John F. Fiza, San Francisco Postmaster, was chairman, and O. R. Doerr, Chamber President, responded in behalf of the business community. . .

THE CONGRESSIONAL BILL which would repeal the six per cent differential for West Coast shipping has been killed "for all intents and purposes," according to Congressman John F. Shelley. "Maintenance of the differential helps to guarantee a high level of employment to local shipyards and assures maintenance of West Coast shipbuilding facilities as a basic defense measure," Shelley declared. . .

SIX FALL SESSIONS will be held this year by the Management Development Center of the University of San Francisco, according to Donald J. Sehl, Director. "Purpose of the Management Development Center is to utilize the research facilities of the University of San Francisco to cope with real situations of industry," Sehl said. "By thus putting practice and theory hand-in-hand, it hopes to come to grips with some of the fundamental problems that challenge our local business community today."

SENATE BILL 1523, which recognizes temporary office help services as an industry in itself, has been signed by Governor Edmund G. Brown. Stuart H. Andrews, Vice President of Western Girl Inc., 995 Market Street—largest temporary office help service on the West Coast—who coordinated efforts to get the bill enacted, said his company will be affected by the new law more than any of the other such services in the state. . .



MINNESOTA'S FAMOUS pheasant is proudly displayed by Governor Elmer L. Anderson at a recent luncheon hosted by that state and Western Air Lines at the Press Club. At left is Dom Renda, legal vice president of WAL and at the right is Lana Green (Miss San Francisco).

SIDNEY WEINTRAUB, Economic Officer from Bangkok, Thailand, will visit San Francisco Monday, Tuesday and Wednesday of next week to hold trade conferences with Bay Area businessmen, according to John J. Judge, Field Office Manager, S. F. Field Office, U. S. Department of Commerce. . .

FOLDER explaining how high school students can be employed part-time during school hours or after school hours—a work experience education program of the San Francisco Unified School District and the business community—is available at the Chamber's Civic Development Department. The Chamber, in cooperation with the Retail Merchants Association, is distributing the folder to interested businessmen. . .

AN ADVANCE DESIGN 20-knot mariner class cargo ship, the *California*, was launched recently by States Lines of San Francisco at Newport News Shipbuilding and Dry Dock Company, according to J. R. Dant, President of the line. . .

BANK OF AMERICA N.T. & S.A. officially opened a new overseas branch Tuesday in Karachi, West Pakistan, according to Bank President S. Clark Beise. . .

UNION OIL COMPANY of California has published a colorful and interesting series of "Weekend Adventure Drive" folders, available at Union 76 stations. The folders, each with a striking color photo on the cover and containing a map of the "Weekend Adventure Drive," are distributed free throughout northern California. Included as subjects are county fairs, clam digging sites, rodeos and zoos. . .



TOP PERFORMERS of Contact Club, Phil Rowland (left) and Bill Siden (right) are congratulated by Ed Collins, club president.

Funston Park Bond Issue Gets Backing

(Continued from page one)

"Meanwhile, written assurance has been obtained from the State Park Commission that Fort Funston will be given high priority in its five-year plan for state parks. The state legislature has passed a resolution (AJR 38) urging the development of Fort Funston as a state park.

"Thus, there are assurances that if the bond issue passes that the city and county would be reimbursed by the state for the property within a reasonable period.

"The general manager of the Recreation and Park Commission has recommended that the property be left in its natural condition until the state takes over. This would avert estimated development expenses of \$250,000 for picnic areas, hiking trails, etc., and about \$50,000 annually for maintenance.

"If Fort Funston becomes a state park, the city might be in a position to sell certain other park lands—deemed surplus by the Blyth-Zellerbach committee—to develop the other side of the city's business—the income side.

"If Fort Funston were privately developed as a residential area, the tax revenues derived from this source could well be offset by the cost of municipal services."

Calendar

August 2—CO-HOST LUNCHEON, SAN FRANCISCO CHAMBER OF COMMERCE AND LESTER GOODMAN—Peacock Room, Mark Hopkins Hotel, 12 noon. Speaker: Mr. Edwin Locke, Jr., President, Union Tank Car Company.

August 10—ORIENTATION AND ASSIMILATION MEETING FOR MEMBERS—John Hancock Building, Third Floor (Signature Room), 255 California St., 9:45 a.m. to 10:45 a.m.

Contact Club Adds 97 New Chamber Members

Ninety-seven new members—representing \$83,148 in new membership dues—have been added to the Chamber by the Contact Club during the first six months of the year, according to Herbert H. Harmon, Chamber Membership Department Manager. Well-earned awards and plaundits were bestowed on the Contact Club's membership salesmen during a "final-report" luncheon held recently at Trader Vic's.

Philip E. Rowland, Fireman's Fund Insurance Company, and William Siden, Pacific Gas and Electric Company, won trips to Las Vegas for having sold 14 memberships at \$84 each during the drive. They were awarded a Pacific Airlines luxury flight to Las Vegas and a three-night stay at the fabulous Sahara Hotel for themselves and their wives.

Other top salesmanship awards went to Albert F. Enderlin, Crocker-Anglo National Bank; Robert E. Goeke, Western Greyhound Lines;

John Mulcahy, Fireman's Fund Insurance Company; Edward L. Ripley, York & Company; and Stewart B. Andrews, C. & H. Sugar Refining Corporation.

Rowland and Siden were awarded silver bowls, 12 sales at \$84, and silver pitchers, nine sales at \$84. Enderlin won the Salesman Leadership Award, \$756 production-level.

William J. Bird, Western Vice President, John Hancock Mutual Life Insurance Co., and Membership Chairman, was Chairman of the Day. Also present were O. R. Doerr, Chamber President and Vice President and Assistant to the General Manager, Pacific Gas and Electric Company; George M. Dean, Chamber Treasurer and Vice President and General Manager of the Pacific Telephone and Telegraph Co.; Willis M. Holum, First Vice President of the Chamber and Vice President, Western Division, City Mortgage Department, Equitable Life Assurance Society of the U.S.; Dan E. London, 1960 Chamber President and Managing Director of the St. Francis Hotel; and G. L. Fox, Chamber General Manager.



LEADING PRODUCERS and some of the prizes they won are, left to right, Al Enderlin, Bob Goeke, Ed Ripley, Stewart Andrews, and John Mulcahy.

Chamber Luncheon Honors SS Canberra

Sir Donald Anderson, Chairman of the Board, Peninsular and Oriental Steam Navigation Co. of London, was honored at a civic luncheon last Friday (July 21) at the Commercial Club. He arrived aboard the SS CANBERRA on her maiden voyage Thursday, July 20.

Sponsors included the British-American Chamber of Commerce and Trade Center, San Francisco Area World Trade Association, the Chamber, San Francisco Commercial Club, San Francisco Port Authority, Marine Exchange of the Bay Region and San Francisco World Trade Center Authority.

San Francisco yacht clubs, individual small

boat owners, and power cruiser associations, invited by the San Francisco Chamber's Great Golden Fleet, participated in the reception of the SS CANBERRA, P & O Lines' new 45,000-ton passenger ship, when she arrived at the Golden Gate on her maiden trans-Pacific cruise.

Hodges Luncheon Held

"Our Place in World Competition" was discussed by Luther H. Hodges, Secretary of Commerce, at a civic luncheon yesterday in the Commercial Club.

The luncheon was sponsored by the Chamber, the San Francisco Commercial Club, and the National Security Industrial Association, San Francisco Chapter.

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Top National Honors Won by Chamber Motor Vehicle Safety Check

San Francisco has been named grand award winner for conducting, under sponsorship of the Chamber, the outstanding city vehicle safety check program in the nation.

Eighty-eight award winners were named by a national board of judges in Washington to climax the 1961 National Vehicle Safety Check for Communities program, sponsored annually by the Auto Industries Highway Safety Committee and *Look* magazine, with the cooperation of the Association of State and Provincial Safety Coordinators.

A committee of nearly 400 took part in the May 17-19 San Francisco event. More than 95,000 vehicles were checked in lanes operating throughout the city. General Chairman was Marvin J. Feldman, Coordinator, Cogswell Polytechnical College.

The award was the third national award San Francisco has received since the Chamber undertook local sponsorship in 1959. The event is a project of the Traffic Safety and Control Section, of which Hal A. Dunker is Chairman.

Space Age Industries Section Established

A Space Age Industries Section has been established by the Chamber Board of Directors to help coordinate the Western Space Age Industries and Engineering Exposition and Conferences April 25-29 at the Cow Palace.

Action followed a recommendation of the Industrial Advisory Committee of which Frank P. Gomez, industrial realtor, is Chairman.

The Chamber's section will be staffed and administered by Lewis M. Holland, Industrial Manager.

One of the tasks of the Space Age Industries Section will be the publication of a special edition of the Chamber's electronics directory, planned to coincide with the opening of the exposition.

The Chamber became the coordinating and sponsoring agency of the event last April. Sponsors include the Governors and Economic Development Agencies of the thirteen western states.

S. F. Facts

First vessel to actually unload at a regular pier in the San Francisco Bay was the brig *Belfast* which docked in 1843 at the then newly completed Broadway wharf.

The Shapes of Things to Come



FUTURE FISHERMAN'S WHARF ENVISIONED—Architect's drawing (above) of proposed multi-million-dollar plan to renovate Fisherman's Wharf shows how new berthing basin for fishing boats would double the capacity of Fisherman's Lagoon (lower center). A breakwater would be created near the Hyde Street Pier. Pier 43 would be rebuilt as a wholesale fish pier. Architects for the Port Authority plan are John S. Bolles, Chamber Industrial Development Committee member, and Ernest Born.



EMINENCE COMES TO THE EMBARCADERO—Architect's sketch (above) by Skidmore, Owings and Merrill shows the International Science Foundation's plan for a \$65 million cultural center on the Embarcadero, recently submitted to the Port Authority. The center, which would be a gathering point for Bay Area administrative-professional interests, was conceived at the Foundation's Brainpower Forum Conference last year as a second in a series of pilot centers. The first experimental center was established at Sunnyvale by a group of Foundation members, including the University of California, General Electric Company, Standard Oil Company of California, Tidewater Oil Company, Bank of America, Wells Fargo Bank American Trust Company and the Service Bureau Corporation.

Weyerhaeuser, States Line Give Coast Shipping Industry Boost



NEW LIFE ON HIGH SEAS FOR OLD LIBERTY SHIPS

... streamlined F.E. Weyerhaeuser heads for San Francisco

Weyerhaeuser Steamship Company has been commended by the Chamber Directors for "initiative in planning a \$6 million rejuvenation of its intercoastal fleet," and for "showing confidence in San Francisco as a great shipping port," according to O. R. Doerr, President of the Chamber. "This service is vital to the present and future economy of the U. S. Pacific Coast," the Directors' statement read. "Weyerhaeuser's action brings welcome assurance that this service will continue to operate in the years to come."

"Also of significance to west coast shipping," Doerr noted, "is the recent launching of the S.S. California of the States Steamship Lines at Newport News, Va., a mariner-type, 565-foot, 21-knot vessel—one of 13 ships to be constructed in the company's current replacement program."

Each of the 16-year-old Weyerhaeuser vessels is undergoing extensive remodeling to increase cargo-handling, improve appearances and provide modern accommodations for officers and crew.

CHAMPAGNE-PLATTERED BOW
... Daphne Kerr, La Jolla, Calif., christens States Lines vessel S.S. California.

The F. E. Weyerhaeuser—recently reconditioned in Tampa, Fla.—is the first of six Liberty ships which the company is streamlining at \$1 million each. It is scheduled to arrive in San Francisco next Friday, according to Donald Watson, President of the Company. Other vessels to be remodeled include the W. H. Peabody, John Weyerhaeuser, George S. Long, C. R. Musser and Horace Irvine—all constructed in 1944.

Modernization is expected to lengthen the life of the ships from five years to 15 years.

The program is being financed out of reserve funds and from other private sources.

"That the entire program is being undertaken without government subsidy is a tribute to the vigor of private enterprise in the field of shipping," Doerr commented.

\$110 Million for New Factories, Expansions Committed in No. Calif.

More than \$110 million was committed in northern California's 48 counties for 449 industrial projects during the first five months of this year, according to the Chamber Industrial Department.

Most of that sum, or \$91,578,900, was committed for 325 expansions, with the remainder, or \$18,692,500, for 124 new factories.

Out of the cumulative total, more than \$95 million was committed in the San Francisco Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—with \$82,154,300 invested in 295 expansions and \$13,141,000 in 114 new plants.

San Francisco's share was more than \$2 million—\$2,230,700 for 56 expansions and \$515,500 for 25 new plants.

Cumulative totals for the five months:

	SAN FRANCISCO	
25 New Plants	\$ 515,500	
56 Expansions	2,230,700	
81 Projects	\$ 2,746,200	
	RAY REGION	
114 New Plants	\$ 13,141,000	
295 Expansions	82,154,300	
409 Projects	\$ 95,295,300	
	NORTHERN CALIFORNIA	
124 New Plants	\$ 18,692,500	
325 Expansions	91,578,900	
449 Projects	\$110,271,400	

Public Hearing Slated On Freeway Proposals

A public hearing on state highway route 253's adaptation as a freeway between Evans and Howard Streets—involving the future of a large segment of the city's industry—will be held Friday, Aug. 25, at 9:30 a.m., 445 Golden Gate Avenue, Room 1194, State Annex Building.

Chamber Directors, acting on the joint recommendation of the Civic Development Committee and Street, Highway and Bridge Section—voted approval of the "P-P-11" line for the route in September, 1960.

The "P-P-11" line would extend the Embarcadero Freeway from Howard Street to the Southern Freeway at Evans Avenue.

(More FREEWAY news on page four)



WORLD TRADE will rise 50 per cent in this decade (1960-70), Edwin A. Locke, Jr., President of Union Tank Car Company (center), predicted at a recent Mark Hopkins Hotel luncheon, sponsored by the Chamber and Lester Goodman (right), President of Getz Bros. & Co., Inc. O. R. Doerr, Chamber President, is to the left. Locke warned that "we must increase our balance substantially in the years ahead or risk drastic consequences for our strategic position in the world."

Plans for Africa Week To Be Aired on KFRC

Plans for Africa Week, to be held in San Francisco Sept. 17-23, will be discussed on the Chamber-sponsored "San Francisco Progress Report" Sunday, 10:30 a.m. on KFRC, according to G. L. Fox, Chamber General Manager and Program Moderator.

L. Jack Block, Chairman of Africa Week, and Miss Natalie Moorman, Secretary of the event, first to be held in the United States, will be the guests.

SF QUOTES

"There are so many things about San Francisco I'll always remember and so many things I would advise a visitor not to miss and so many of my favorite people live there that, well . . . maybe the fellow who put the Lord's Prayer on a pin head could explain it."
—E. V. DURLING

Hitting the High Spots

with JIM WARNOCK

SAN FRANCISCO, FINANCIAL CENTER of the West, will be the theme of the City's exhibit at this year's State Fair in Sacramento. Designed by G. Dean Smith under the direction of the Regional Service Committee, of which Sherman P. Duckel, Chief Administrative Officer, is Chairman, the exhibit was prepared in cooperation with a committee of the San Francisco Clearing House representing all San Francisco banks. Last year's exhibit, "San Francisco, Creative Design Center," was designed in cooperation with the Creative Design Center Committee of the Chamber and won a \$1400 second prize.

THE FISHERMAN'S WHARF plan submitted to the Port Authority last week would eliminate the \$2 million "Project X" State Park, Donald Watson, Chamber Director and Maritime Museum Association President, pointed out. He called for more coordination by the Port Authority, and the Board of Supervisors, with the State Division of Beaches and Parks which recently awarded a \$139,000 contract for work on the park.

ONLY COMPREHENSIVE manufacturing index of the 13-county Bay Region is the Chamber's Directory of Large Manufacturers, published by the Domestic Trade Dept. It includes 1100 listings of all manufacturers in San Francisco with 25 or more employees and manufacturers in the other counties with 50 or more employees. It sells to Chamber members for \$1 and to others for \$3. **ARCHITECTURAL FORUM'S** July edition devotes two pages to the Mt. Sutro housing for the UC Medical Center, 13 buildings on 25 acres of wooded slopes. Architects were Clark & Beuttler and George T. Rockrise.

COMMERCIAL SHIPPING through the Golden Gate returned to normal levels in July after a June drop-off, the Marine Exchange has reported. Last month's 871 vessel movements—a daily average of 28 ships in or out—represented more than 4½ million vessel net tons.

THE AVERAGE PAYCHECK of factory workers in the San Francisco-Oakland Metropolitan Area in June attained a new high of \$114.17 in gross weekly earnings, according to John F. Henning, State Director of Industrial Relations.

APARTMENTS for the traveling executive are now available at Hyde Park Suites, Hyde and North Point Streets. Each suite has a man-sized desk and other facilities which can be used for rest and business purposes.

CONFIDENCE that a new Letterman General Hospital will be constructed in the Presidio has been expressed by Congressman William S. Mailliard. Mailliard recently disclosed that he had received "an encouraging letter" from Lt. Gen. Leonard D. Heaton, Surgeon General of the Army, strongly favoring the San Francisco site "over lower level departmental thinking" which favored a Fort Ord location.

ALEXANDER PAPA-CONSTANTINOU, Nomarch of Samos and the southern islands of the Aegean Archipelago, recently visited the Chamber to discuss tourism promotion with G. L. Fox, General Manager of the Chamber, and James D. Warnock, Manager of the Chamber Publicity Department.

CROCKER INDUSTRIAL PARK will be the home of the new warehouse and general offices for Dohrmann Hotel Supply Co., pioneer San Francisco manufacturers and distributors of food serving supplies and equipment, according to H. D. Pischel, President of the company.

CONGRESSMAN John F. Shelley has announced that 34.8 acres of the Marine Corps Supply Forwarding Annex at Islais Creek will be sold at public auction Sept. 6. General Services Administrator has authorized GSA's San Francisco office to contract with the auctioneering firm of Friedman and Ostrow of San Francisco.

New Chamber Members



Ted D. Brown John W. Stansfield Bert C. Smith Harold Fenton Henry S. Ballin

New members recently added to the Chamber roster include the above (left to right):

Ted D. Brown, General Manager, *Brown Brothers Adjusters*, 545 Sansome Street; John W. Stansfield, *Investigations*, Park Merced Towers; Bert C. Smith, Western Regional Manager, *Schieffelin & Co.*, importers of wines and spirits; Harold Fenton, Owner and President, *The Frontier Press Distributing Co.*, 653 Lake Street; and Henry S. Ballin, Administrative Manager, *O. M. Scott & Sons, Lawn Program Products*, 653 Second Street.



TOP TEAM—Stuart D. Menist, Chamber Director and Vice President of Fireman's Fund Insurance Co. (second from left), congratulates members of his firm who won top team honors in the Contact Club's Chamber membership drive during its first phase of the 1961 campaign. Left to right are Phil Rowland, Menist, and John Mulcahy. Rowland and Mulcahy were awarded Certificate of Commendation plaques for attaining the \$504 cash production level. Rowland was co-winner of the top salesman award at the end of the first session.

AT MID-YEAR more than half of the U. S. privately owned tanker fleet was inactive, the American Merchant Marine Institute has reported. These 176 tankers totaled 3,342,000 deadweight tons and represented more than thrice the approximately one million deadweight tons inactive at mid-year 1958-59-60. Tankers immobilized because of the strike, included in the figure, totaled 109, while 46 vessels were already idle because of lack of cargo when the strike began.

ELEVEN of the world's top golf courses will be featured in a series of CBS-TV programs this winter under the sponsorship of Shell Oil Company. The program, "Shell's Wonderful World of Golf," is being coordinated by Paul W. Harvey, Shell's San Francisco Public Relations Manager.

ROSS BARRETT has been named President of the Foster and Kleiser Division of Metromedia, Inc., according to John W. Kluge, President and Chairman of the Board of Metromedia. Metromedia, Inc., purchased Foster and Kleiser, the West's largest outdoor advertising company, from W. R. Grace & Co. in March of 1960. Barrett succeeds Laurence H. Odell, former officer and director of the Chamber, who has resigned for reasons of health.

AFTER SHOWINGS in San Francisco and Los Angeles this week, a color film, produced by the San Francisco Radio Broadcasters Association, will begin a cross-country tour to show advertisers of the nation that "the best way around in San Francisco is with radio." Representatives of member stations will saturate the cities of Chicago, Detroit, Philadelphia and New York next week with the film, led by Homer Odum, Vice President of KABL and SFRBA President. "The film will provide agencies with impressive statistics about the Golden Gate market and the variety and effectiveness of radio here and, at the same time, offer photography and music designed to make even the most jaded world traveler hungry to see San Francisco. Related display was provided by the Publicity Dept. and statistical background by the Research Dept."

ROBERT W. BLACK has been appointed local cargo sales manager for Pan American World Airways, according to Axel Mikkelsen, district sales manager for the company. He replaces Al Mazour, who has been promoted to office manager.

AMERICA'S INTERNATIONAL balance sheet is healthier than at any time since 1957, according to a report by the National Foreign Trade Council, Inc. Sharply lowering its original \$1.9 billion estimate, the group put this year's expected U.S. balance of payments deficit at \$500 million, the smallest in four years. The report noted, however, that "any deepening of international tensions could have a serious and early impact on the balance of payments."

RETAILERS in the home furnishing market are looking forward generally to strong autumn and winter sales following the recent successful Summer Home Furnishings Market at the Western Merchandise Mart. A greater interest is being taken by retailers in the over-all role of the market.

"JOB OPPORTUNITIES," a new "live" series of 15-minute programs, is held every Tuesday, 7:30-7:45 p.m., on KQED, the Bay Area's non-commercial television station (Channel 9) under the direction of Herb Seiter with the cooperation of the San Francisco Junior Chamber of Commerce.

APPOINTMENT OF AIME G. MICHAUD as Director of Corporate Relations for The Draper Companies, Russ Building, has been announced by Jerome C. Draper, Jr., President of the northern California real estate investment firm.

L. F. JOHNSON, Vice Chairman of the Civic Development Traffic Safety and Control Section, recently retired as San Francisco Office Representative, Marketing Operations, West Coast Office, Shell Oil Company. With the company for 35 years, Johnson was Chairman of the Voluntary Vehicle Safety Check of the Chamber in 1958. He plans to utilize his experience in other directions.



PLANS TO BUILD the city's "most elegant and most exciting" resident-owned apartment, The Nob Hill, have been announced by Robert M. Haynie of Haas & Haynie. The \$6.5 million, 19-floor building will be located across from the Pacific Union Club on Sacramento Street and Sproul Lane. Robin Folsom, Director of Sales, will soon open sales offices on Sproul Lane.

Stepped-up Freeway System Urged To Help Solve S.F. Traffic Problem

Projects involving \$53 million to extend the southern and Embarcadero freeway and the James Lick (Bayshore) freeway and to widen the Richardson avenue approach to the Golden Gate Bridge have been recommended by the Chamber for inclusion in the 1962-63 State Highway Commission budget. Also recommended for inclusion in the budget were projects totaling \$9,260,000 for construction or right-of-way allocations involving the southern freeway, Embarcadero freeway and the James Lick Memorial Freeway.

Action of the Chamber directors followed the recommendation of the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is Chairman, and the Chamber Street, Highway & Bridge Section, of which Leonard S. Mosias, architect, is Chairman.

"It is highly important for the freeway program in San Francisco to be resumed," Hansen said. "The recommendations represent high priority items necessary for the correction of critical highway deficiencies in San Francisco and are consistent with any possible future trafficways plan."

The \$53 million allocation would be for surveys, design and rights-of-way acquisition for Route 253, southern and Embarcadero free-

way extensions from Evans Avenue to a junction with the Embarcadero freeway at Howard Street; and route 253, Hunters Point freeway from the Bayshore freeway near the south county line to junction with a southern freeway extension near Islais Creek channel.

Projects involving the \$9,260,000:

- Continued freeway construction from Orinaba Avenue to the county line, \$1,200,000 (route 223);
- Construction of Clay-Washington ramps, improvement of the freeway area fronting the Ferry building and landscaping wherever possible between the Bay Bridge approach and the Embarcadero (route 224), \$2,100,000;
- Continued freeway construction from end of Newcomb Street to Army Street (route 253) for 0.8 miles, \$5,000,000;
- Revision of signs (route 68) from San Francisco county line to the San Francisco-Oakland Bay Bridge, \$250,000.

The Chamber also declared that four other major freeway projects are necessary for a well-integrated freeway system in San Francisco and strongly urged that "studies should be reactivated by the state as soon as practical." The routes include the Western freeway routes 56 and 223; Park Presidio freeway, route 56; a portion of the Central freeway, route 2; and the Embarcadero and Golden Gate freeways, routes 224 and 2.

The Chamber recommendations will be presented to the State Highway Commission August 23 at 11:30 a.m. during a meeting in the Division of Highways Building, 150 Oak Street.

Chamber Asks Spears to Clarify His School Curriculum Critique

The Chamber has requested School Superintendent Harold Spears to "condense and clarify" his voluminous reply to the U.C.-Stanford professors' critical survey of the local school curriculum, according to O. R. Doerr, President. The Chamber, in a letter from Doerr, further asked that the Board of Education take no action on Dr. Spears' six-volume reply until the two committees of university professors, as well as the local teacher organizations, have had a chance to study and evaluate the reply.

The Chamber made its twin requests in a letter bearing the unanimous approval of its Board of Directors, following a recommendation of its Education Committee, of which Kenneth R. Rearwin is Chairman.

"Only a small number of copies of this massive report is available to interested citizens, and the report is so detailed that a great deal of time is required for even a cursory examination," the letter stated in part.

"We believe the citizens of San Francisco are anxious to know just what steps have been taken to implement the 23 proposals of the San Francisco Sur-

vey (professors') committee which were adopted by the Board of Education last year.

"The condensed resume should be so written that the average layman can comprehend and interpret it with the expenditure of a reasonable amount of time.

"In the interest of clarity we urge the summary contain, with respect to each of the 23 points, the following:

- A statement of the Curriculum Survey committee's recommendation.
- San Francisco School District policy prior to the committee report.
- Steps already taken to implement the particular recommendation.
- Steps to be taken in the future.

Calendar

August 23—CALIFORNIA STATE HIGHWAY COMMISSION MEETING—Public Hearing, 150 Oak Street, 11:30 a.m. Luncheon, Del Webb Townhouse, 12 noon.

August 24—ORIENTATION AND ASSIMILATION MEETING FOR MEMBERS—John Hancock Building, Third Floor (Signature Room), 255 California Street, 9:45 a.m. to 10:45 a.m.

August 25—STREET, HIGHWAY AND BRIDGE SECTION and CALIFORNIA STATE HIGHWAY COMMISSION PUBLIC HEARING re Highway Route P.P.11—455 Golden Gate Avenue, 9:30 a.m.

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S.F. Building Construction Totals \$319 Million for First Half of '61

Building construction in San Francisco totaled more than \$319 million in value for the first half of this year, including nearly \$140 million for projects under way and nearly \$180 million for projects to be started between now and mid-1962, according to the Chamber Research Department. Among major projects under way was the \$32.7 million Federal Office building. When completed, this 20-story structure will be the largest office building in the West. Located on the block bounded by Golden Gate Avenue and Larkin, Turk and Polk Streets, it will have nearly one million square feet of usable floor space.

Other major projects under way were: the \$5.5 million International Building, expected to be completed this October; the \$5.1 million Alice Griffith Garden Homes (public housing); the \$4.5 million Fairmont Hotel tower; Tishman's 25-story, cooperative apartment house, \$4.2 million; the new Lowell High School, \$4 million; the Sunset Towers, two apartment buildings near the University of California Medical Center, \$4 million, and the second of four units for the Southern Freeway, \$3.9 million. The \$15 million Hilton Hotel has finally been started (this was not included in the list of major projects actually undertaken during the first six months of the year).

Major projects expected to get started by the middle of next year, include a \$17.3 million super terminal for the Port of San Francisco, a \$12 million apartment house in the

Lombard, Chestnut, Hyde and Larkin Streets block, a \$12 million Health Sciences building at the U. C. Medical Center, plus a new \$12 million Franklin Hospital in that area. The third and fourth units of the Southern Freeway, costing an estimated \$10.6 million, will involve contract awards this fiscal year.

Building permits issued during the first six months of the year amounted to more than \$54 million in valuation. Although greatly in excess of half-years prior to 1960, this figure was 15.1 per cent below valuation for permits during the record first six months of 1960. A total of 6,895 permits (residential, non-residential, and alterations, additions and repairs) was issued for the first half of the year, a gain of 19.9 over the similar period of last year, showing healthy continued growth of renewal and remodeling.

Permits for alterations totaled 6,406 in number and \$19.31 million in valuation.

Apartments and other housing accounted for \$43 million of the \$140 million for major construction projects under way. Included:

The Sunset Towers, a 19-story building at Pine and Mason streets, \$2.6 million; the Royal Towers, Taylor near Green, 24 floors, \$1.5 million; 1080 Chestnut near Larkin, 19-story cooperative, \$3.8 million; and the \$5 million Fontana 19-floor twin towers at North Point, Polk and Van Ness.

Major public housing projects underway included:

The \$2 million Ping Yuen Annex, Broadway and Cordelia, the \$3 million Alice Griffith Garden Homes, Gilman and Hayes; Hayes Valley, Webster, Buchanan, Haight and Paer, 170 units, and Webster, Buchanan, Hayes and Fell, 140 units, \$2.3 million; and Yerba Buena Plaza Annex, Turk, Webster, Golden Gate and Buchanan, \$2 million. The San Francisco College for Women undertook the first phase of a \$4 million expansion plan with a \$2.1 million dormitory at Turk and Parker streets.



Translucent Infrared Airplane Photo



BANK NEARS COMPLETION

... Here's how new California Street head office of Wells Fargo Bank American Trust Company will look when completed early next year.

S. F. QUOTES

"San Francisco is just about the 'livingest' city in America. It's a live, kicking, changing, pulsating beauty and I love her."

—DICK NOLAN

S. F. Examiner columnist

Chamber Management Changes Made

Reorganization of the Chamber's top management, "effected to expand and intensify its program and serve its growing membership," will become official Friday, September 1. Chamber President O. R. Doerr has announced.

G. L. Fox, Vice President and General Manager of the Chamber since 1948, will take over the newly-created post of Executive Vice President. He will be primarily responsible for the service and institutional functions of the Chamber, including official representation of the board, and overall operations.

Sidney H. Keil, Manager of the Domestic Trade Department since 1955, will become General Manager. He will be primarily responsible for project functions of the Chamber's 44 standing committees, sub-committees and sections operating in eight departments.



G. L. Fox

George Krusz, Administrative Assistant to Fox since May of this year, will succeed Keil as Manager of the Domestic Trade Department.

"The reorganization reflects the increasing number of projects the Chamber is committed to on behalf of San Francisco and the business community," Doerr commented, "and the fact that every month there are additional new members to serve."



LOOK-ALIKES SEE EYE-TO-EYE ON AFRICA WEEK GOALS

... L. Jack Block (left)—Chairman of the Africa Week Committee—and William H. Beatty, Jr. (right), Vice President of Chase Manhattan, who bear a striking resemblance to each other, seem to be mirroring each other's mind in this picture, taken recently at the Chase Manhattan Bank in New York. Host was David Rockefeller, President of the Bank (next to Block). Next is H. E. Nathan Barnes, Liberian Ambassador to the United States.

Battle to Maintain S. F. Naval Shipyard

Although President John F. Kennedy has stated his opposition to the closing of the San Francisco Naval Shipyard, the Chamber has pledged that it will undertake a vigorous program to assure that the yard will be kept open.

"The San Francisco Chamber—in behalf of national defense—has advocated the maintenance and expansion of the yard for many years," according to O. R. Doerr, President of the Chamber. Expressing "complete amazement" when advised of reports from Washington that the closing of the yard was being contemplated, Doerr said that the Chamber "has been proud of the fact that it is the most efficient yard of its kind in the nation."

"In this time in international tension, it is beyond understanding why any proposal would be made to close the yard," Doerr continued. "The facilities of the yard are completely modern. Its personnel has been highly commended for the economy and efficiency of its operations. Despite technological developments affecting wartime techniques, the Navy unquestionably is going to have a very important part in the future of the Pacific Basin."

"San Francisco is unusually fortunate in having Congressmen Shelley and Mailliard in Washington, along with Senators Engle and Kuchel, all of who are familiar with the San Francisco Yard. All of them have been and are now cooperating to get at the root of the Washington reports."

S. F. Facts

In the 1850s vessels brought ice around the Horn to San Francisco. Later Beverly C. Sanders, an early President of the San Francisco Chamber of Commerce, the first President of the San Francisco Gas Company (now the Pacific Gas & Electric Company) and the first President of the Pacific Club (now the Pacific Union Club) negotiated with Russia to obtain ice from Sitka, Alaska.

San Francisco Hosts 13 African Countries

San Francisco's Africa Week, September 17-23, "will be a contribution in depth of international understanding which the U. S. State Department sees as 'a marvelous pattern for other cities to copy' in helping the U. S. to win friends abroad," according to L. J. Block, Chairman of the week.

Block, who recently returned from visits to Washington, D. C. and New York, has disclosed that 13 separate countries of Africa have "verbally accepted" invitations to be guests of San Francisco during the week. Promises to be present were given by representatives of the Sudan, Nigeria, Liberia, Tanganyika, Sierra Leone, Ivory Coast, Malagasy Republic (Madagascar), Senegal, Togo, Ghana, Mali, Dahomey and Tunisia, he said.

Martin Pray, National Association of Manufacturers, Program Chairman, revealed that the program, barring minor details, has been completed.

MAYOR'S DAY (Sept. 17)—Registration, opening ceremonies; mayor's reception.

GOVERNMENT DAY (Sept. 18)—Tours of courts and offices; Flags at Nations ceremony; Press & Union League Club luncheon; visits to Board of Supervisors, International Longshore Workers Union Hall; Maritime Reception (Pacific Far East Lines).

TRADE, INVESTMENT DAY (Sept. 19)—Panel discussion, SPANTA luncheon, buffet supper.

EDUCATION DAY (Sept. 20)—School talks and tours; luncheon at San Francisco City College; African scholars symposium.

COMMUNICATIONS DAY (Sept. 21)—Panel discussions on African affairs; luncheon, cruise on private yachts of the Great Golden Fleet; inspection tours of radio, television stations, newspapers and magazine publishing houses, libraries and other centers of communication.

CULTURE AND ARTS DAY (Sept. 22)—Tours of arts and crafts centers; Community Club luncheon; special request tours (areas of personal interest); African Dinner; theatre.

THE PRESIDENT'S DAY (Sept. 23)—Neighborhood "Kaffee-klatch"; countryside tours (wineries, etc.); reception; President's Banquet at Fairmont Hotel.

Doerr Tour Leader For Business Trek To Hawaiian Isles

"Considerable interest is being shown" in the Hawaiian Development Tour, sponsored by the Chamber, according to John Cullen, Chairman of the Hawaiian Affairs Section.

O. R. Doerr, Chamber President, will lead the group sailing from San Francisco aboard the Matson liner *Matsonia* October 18.

Among those who will participate in the tour of Honolulu, Hilo and Kauai to review commercial and industrial growth and opportunities will be the following and their wives:



... Hawaii calling

Arnold Archibald, President, San Francisco Federal Savings and Loan Association; Frederick H. Hawkins, Pillsbury, Madison & Sutro; Keith Davey, President, Davey Tree Surgery; Fred Mulvany, President, Maydwell & Hartzell, Inc.; H. F. Hartzell, Chairman, Maydwell & Hartzell, Inc.; Charles F. Farwell, United Air Lines, and Axel Mikkelsen, Pan American World Airways.

Many San Francisco companies are considering sending representatives, Cullen said.

Doerr, tour leader, has invited Chamber members to "consider combining the features of a business trip with vacation possibilities."

"Business relationships between our two areas are considerably enhanced by these periodic visits," he added.

Chamber Material Provided For California State Fair

San Francisco will have an exhibit featuring its role as the Financial Center of the West in the California State Fair which opens for 12 days Wednesday (August 30) at Sacramento.

The Chamber is providing material for the exhibit, including 2,250 maps of San Francisco, 1,000 folders entitled "San Francisco, Your Recreation Center," 1,000 "Welcome to San Francisco Driving Tips," 3,000 post cards, 500 Zoo folders and 320 *Economic Survey* booklets—the "reference bible" in the city's economic circles.

Theme of this year's Fair is western life and culture.

Membership Sales Progress Report

Total membership sales (July 14, 1961).

(Contact Club and Staff combined)

172

Total income from new membership dues

\$ 14,197

Increased Dues Paid (278 Firms).

\$ 4,150

Total Pledges—Annual Basis (July 14, 1961)

\$361,618

Total Pledges—Annual Basis (One year ago).

\$315,082

Hitting the High Spots

with JIM WARNOCK

MORE THAN 20 technical companies and laboratories from all over the United States participated in a four-day cooperative recruiting and job information center at Del Webb's Towne-House this week, held simultaneously with the Western Electronic Show and Convention (WESCON). Engineers and scientists who registered at the Career Center had their qualifications flashed by closed-circuit teletype to participating companies. Within minutes, registrants were notified which companies were interested in their particular qualifications. The "one-stop" service was geared to get the applicant started on his first interview within 15 minutes after entering the Center. . . .

EVERETT F. NEVIN, former Director of Operations at the Golden Gate Fields race track, has been named Ticket Manager for the San Francisco Saints' major league basketball team, according to President George McKeon. The ticket office will be maintained at the team's new offices, 1182 Market Street. Nevin, who began his career at St. Mary's College under the guidance of Edward P. (Skip) Madigan, has 25 years of experience in all phases of the ticket business. . . .

L. M. (LES) GREENING has been appointed Regional Sales Manager of Airborne Freight Corporation for the Pacific northwest area, according to John D. McPherson, AFC President. Airborne, a worldwide air freight forwarder with more than 498 offices and agents, maintains headquarters at San Francisco International Airport. . . .

VICE ADMIRAL Robert Goldthwaite, USN, will relieve Vice Admiral Frederick N. Kivette, USN, as Commander, U. S. Naval Defense Forces, eastern Pacific, with headquarters at Treasure Island. The command embraces naval defense forces within an area of about four million square miles of the eastern Pacific from Alaskan waters to the approaches of the Panama Canal. Vice Admiral Goldthwaite is expected to arrive here early in November from Pensacola, Fla. Vice Admiral Kivette, who will retire October 1, will live in Woodside. . . .

THE SALVADOR DALI Art-in-Jewels exhibit will be shown September 21-October 3 at the Sheraton-Palace Hotel as a benefit for the St. Mary's College Centennial Building Fund. Included in the show will be a diamond-studded solid gold elephant, a pulsating heart of rubies and six pearls, sapphire, emerald and platinum crosses. "The Persistence of Memory" (inset photograph) typifies Dali's unique art style. The engraved gold watch, its face paved with diamonds, symbolizes Dali's concept of the "Fluidity of Time." . . .

SAN FRANCISCO will begin surveying and planning activities for the 250-acre Western Addition "Project A-2" with the aid of a \$477,039 federal planning advance, according to Congressman John F. Shelley. Preliminary estimates indicate that, when planning has been completed, the project will require a federal capital grant of \$14,251,000 — now earmarked by the Urban Renewal Administration, he added. . . .

New Chamber Members



Liam J. McAllister

Hal Lupac

Muriel Alstrom

David Kikkert

Jack H. Dwyer

New members recently added to the roster of the Chamber include the above (left to right):

Liam J. McAllister, Partner, *Tara World Travel*, 212 Stockton Street; Hal Lupac, Director of Agencies, *Global Automobile Club, Inc.*, 133 Geary Street; Muriel Hively Alstrom, Director, *Creative Thinking, Inc.*, 609 Sutter Street; David Kikkert, *David Kikkert and Associates* (Collection Agency), 760 Golden Gate Avenue; and Jack H. Dwyer, Partner, *Sinclair-Dwyer & Co. (Insurance Brokers)*, 519 California Street.



NAVY AWARD—Dan E. London, Commodore of the Chamber's Great Golden Fleet and 1960 President of the Chamber (right), receives the Navy's Meritorious Public Service Citation from Rear Admiral George L. Russell, Commandant, 12th Naval District, on behalf of the Secretary of the Navy. London was cited for "outstanding interest and service on behalf of visiting naval personnel."

THE NORTHERN CALIFORNIA Association of Industrial Nurses will hold a workshop on the pharmacy laws of California Sept. 16 at the University of San Francisco, according to Mrs. Catherine Colling, R.N., Education Chairman of the Association. Registration for the course, open to the public, is \$5. . . .

DRAWINGS and a relief map of plans for revitalizing Fisherman's Wharf are being displayed daily at the San Francisco Museum of Art, Veterans Memorial Building, through September 10. . . .

FALL TERM evening classes at San Francisco Law School begin Tuesday, Sept. 5, at 1044 Post Street. Applications, a catalogue or further information about either this course or a full course for beginning students to be held in Oakland, can be obtained by calling the S. F. Law School at GRaystone 4-1362, or in Oakland at Enterprise 1-1174. . . .

TOM FRASER PRODUCTIONS, Columbus Tower, has produced a motion picture entitled "Any Questions?" for United Bay Area Crusade usage during its 1961 campaign. . . .

UTILIZATION OF PRIVATE SHIPYARDS in San Francisco Bay Area to reactivate 40-mothballed naval vessels has been urged by San Francisco Congressman William S. Mailliard. In a letter to Secretary of the Navy John B. Connally, Jr., Mailliard contended that man-hours worked in private shipyards here dropped from a recent high of 617,679 to 501,774 in June and asked for "a fair share" of the work to be done in reconditioning the mothball fleet. . . .

SOME 80 MEMBERS of the Provo, Utah, Chamber of Commerce recently were hosted by the San Francisco Chamber in the John Hancock Mutual Life Insurance Company building. The Utah contingent, on an annual goodwill tour of the western area, was welcomed by members of the Industrial Advisory Committee, Chamber Inter-City Section and the Board of Directors. . . .

MEMBERS of an electrical and allied industries' team from India were luncheon guests of the San Francisco Area World Trade Association recently in the World Trade Club. . . .

MEMBERS of the Great Golden Fleet greeted the S.S. Liberty Ship F. E. Weyerhaeuser when she arrived in port August 18. The vessel is one of six 16-year-old Liberty ships being reconditioned by the Weyerhaeuser Steamship Company for intercoastal trade. Each of the vessels is undergoing a \$1 million overhauling, financed by company reserve funds and other private means. . . .

THE UNITED STATES should "take a strong, aggressive position in international affairs while this country is ahead of the Communist bloc," W. P. Fuller Branner, President of W. P. Fuller & Co., and 1948 Chamber President, told the World Affairs Council of Northern California in an address at the St. Francis Hotel. Branner, commenting on his trip to USSR "backyard" countries of Yugoslavia, Bulgaria, Rumania and Hungary, added, "There is no possible reason to believe the exaggerated statements the Soviets are making about great advances behind the Iron Curtain." . . .

SAN FRANCISCO Film Festival has become the first North American organization to be honored with associate membership in the International Film and Television Council, according to Director Irving Levin, who was informed of the unanimous vote of the General Assembly of the Council by Council Secretary Marig Verdore, of Paris. . . .





—S. F. News-Call Bulletin Photo

GLITTER AND GLAMOUR—Architect Mario Gaidano (rear) and Richard L. Swig, President and Managing Director of the Fairmont Hotel, examine the chandelier which forms the centerpiece for the Fairmont Tower Pavilion Room, recently opened to the public. The chandelier, designed by Gaidano, has 12 branched arms containing cut crystals and prisms. The Tower itself will be completed in October.

S. F. Quotes

"There is a quality that accounts for the special feeling people have about San Francisco. It is one of the few cities I know that has a truly cosmopolitan outlook. Your interests do not stop at your own shore. This broad awareness of the rest of the world, this large-minded quality, contributes a great deal to San Francisco's distinctive flavor."

—EDWIN A. LOCKE, JR.
President
Union Tank Car Company

Calendar

August 30 LIVESTOCK STEERING COMMITTEE MEETING—Carl Garrison, Co-Chairman—10 a.m., Room 200.
August 30 WORLD TRADE ASSOCIATION BOARD OF DIRECTORS COMMITTEE MEETING—World Trade Club, 12 noon.
August 31 ORIENTATION AND ASSIMILATION MEETING FOR MEMBERS—John Hancock Building, Third Floor (Signature Room), 255 California Street, 9:45 a.m. to 10:45 a.m.
September 8 CANCOLE MEETING—Stockton.

What Does the Chamber Publicity Department Do to Promote S. F.?

What does the Chamber of Commerce Publicity Department do to promote the city?

Among a myriad of other tasks, its two-man staff wrote more than 305 releases about San Francisco and its business community during the first six months of this year, distributing them to more than 300 northern California newspapers, magazines, wire services, radio and television stations, trade journals, house organs and national publications.

It also distributed 1,686 captioned glossy photographs about the city, 4,934 post cards, 213 mats, 522 water-color lithographs, 637 posters, 135 four-color photo-lithographs, 19 engravings, 193 slides and a miscellany of other items publicizing the city throughout the entire world.

The Publicity Department also produced and distributed spot announcements regarding such projects as litter control, street tree planting, the voluntary community vehicle safety check and "Youth Wants to Work." It also provided special materials or arranged personnel to participate in many radio and television programs.

Written material and photographs about San Francisco were provided for encyclopedias, textbooks, guide books, international magazines, newspapers, and such national magazines as *Cosmopolitan*, *Holiday*, *Newsweek*, *Harper's Bazaar*, and *Sunset* magazine among many others.

Nearly 2,500 feature length stories were distributed to media, individuals and firms throughout the world on every major tourist aspect of the city. About 11,000 reprints of special articles were produced and distributed to organizations, firms and individuals. Hundreds of "special services"—such as assistance to visitors, conventions and visiting organizations—were performed. Seven civic luncheons were publicized, including Armed Forces Day, *Holiday* magazine's issue on San Francisco, Invest in America Week, Francis of Assisi, Scholastic Achievement, the arrival of the S.S. ORIANA and World Trade Week.

Twenty-four San Francisco scenes were added during the past half year to the Chamber Publicity Department photo-loan file—maintaining its status as the largest and highest quality photo file available from any city or chamber of commerce in the world.

"The Chamber has worked continuously during its 111 years of existence through its finely organized departments—and particularly through its articulate Publicity Department—to help create and support the highly favorable image San Francisco now enjoys throughout the world," G. L. Fox, General Manager of the Chamber, said.

"The Chamber Publicity Department has been a most effective voice in attracting tourists and out-of-towners to the City by the Golden Gate."

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
C. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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"A NIGHT ON BARBARY COAST" on Monday will feature performances by many talents from San Francisco night clubs including Dick Oxtot, banjo artist at Varni's Roaring Twenties.

Africa Week Program, Committees Announced by Chairman Block

The vast new trade potentials and general business conditions in Africa will be the subject matter in panel discussions and seminars featured on Trade and Investment Day, Tuesday, September 19, as part of Africa Week in San Francisco, September 17-23, according to James P. Wilson, manager of the World Trade Department of the Chamber and program committee chairman for that day.

Arranging the program with Wilson are such experts in the international business field as Norman Palmer, Pacific Coast Representative, Barclays Bank, Ltd.; Philip M. Creighton, U. S. Department of Commerce; C. M. Van Vliedren and William H. Bolin, both Vice Presidents, International Division, Bank of America.

"In the past the newly emerging independent African nations have tended to trade basically with the United Kingdom and European nations because of past ties," Wilson said.

"These African nations, however, would like to have a better trade balance with the United States and other nations throughout the world.

"This will require considerable development work on the part of U. S. firms. And our program for World Trade and Investment Day is designed to bring many of these salient facts to the attention of U. S. businessmen.

"Both U. S. and African business experts will participate in the panel discussions and we feel sure the results will be decidedly to the advantage of all participating nations," Wilson concluded.

Fifteen African nations have officially accepted invitations to participate in the day's program. They are: Liberia, Nigeria, Northern Rhodesia, Congo, Mali, Swazatland, Kenya, Guinea, Ghana, South Africa, Tunisia, Malagasy, United Arab Republic, Southern Rhodesia and Ivory Coast.

Registration for the day's program will be 8 a.m., September 19, with the program scheduled to open at 8:30 a.m. with a welcoming address by O. R. Doerr, President, San Francisco Chamber of Commerce. Following that, panel discussions will begin at 8:50 a.m. on such topics as "Trade Opportunities and General Business Conditions in Africa," "Investment Posture and Initiative of U. S. Firms," "Sources of Business Information on African Trade and Investment" and "African Development Programs."

The day's program will also feature a luncheon session to be hosted by the San Francisco Area World Trade Association and cooperating groups.

Program planning for Africa Week is building up to an intensity seldom seen in civic affairs as the various committee chairmen finalize plans for the multiple and varied series of programs which will highlight San Francisco's first-of-its-kind event, according to L. Jack Block, General Chairman.

The fact that it is an idea never tried before elsewhere in the United States and is another San Francisco "first" has engendered an enthusiasm among the numerous volunteer workers that augurs sure success, he said.

"Africa Week is not a week of festivities and celebrations but is actually an attempt by civic leaders to bring about people-to-people understanding and enlightenment on the many complex problems facing the United States

(Turn to page three)

Resolution

Whereas, the restoration and preservation of priceless San Francisco historical art is among the most worthwhile of endeavors, and Whereas, the "Night on Barbary Coast" extravaganza will raise funds to restore such a collection, and

Whereas, it is the duty of every true San Franciscan and former denizen of Yerba Buena to attend the event toward this end,

Now therefore be it resolved, that the San Francisco Chamber of Commerce, founded in 1850 in California's first public school house in Portsmouth Plaza, largely to combat the evil elements of the neighboring Barbary Coast, does hereby salute a new and promising organization sponsoring the event, the California Historical Society, founded in 1852, and does urge all members and the public at large to prove their dedication to this good cause by supporting this young organization in its worthy revel on September 11.

Signed and attested:

O. R. DOERR, President

Space Age Show Board Named

Seventy-one Presidents, Board Chairmen and Chief Executives of the nation's largest corporations will serve as the "Board of Industrial Advisors" to the Western Space Age Industries and Engineering Exposition to be held in San Francisco next April, it was recently announced by Herschel J. Brown, Vice President, Lockheed Aircraft Corporation, chairman of the group.

The corporations headed by the individual members include all the leaders in the various fields of western industry and represent total

(Turn to page three)

S. F. Water Bonds Discussed on KFRC

The San Francisco water bonds, largest issue in the history of the city, to be voted on as Proposition A on the November ballot, will be discussed on San Francisco Progress Report on KFRC, Sunday, at 10:30 a.m. under sponsorship of the Chamber.

Taking part will be Joseph Martin, Jr., Chairman of the Water for San Francisco campaign; Robert Kirkwood, Manager of Utilities, Public Utilities Commission; and G. L. Fox, Executive Vice President of the Chamber, who is moderator for the regularly heard series.

Business Activity Up for Month, Down for Year

Business activity in San Francisco during July, at its lowest ebb since February, nevertheless gained 6.1 per cent over the similar month of last year, according to the Research Department of the Chamber.

The July index—based on bank debits, department store sales, electrical energy sales and freight car loadings—was 178.0.

Bank debits again topped the \$6 billion level, second month in a row, and recorded a resounding 28.5 per cent increase over July, 1960.

Mortgage loans chalked up a modern high for the month in San Francisco with \$47 million recorded—a whopping 125.5 per cent gain over a year ago. Totals to date are 41.8 per cent ahead in valuation and 15.8 per cent in number.

The Pacific Coast Stock Exchange had a 17.3 per cent increase in shares traded and rose 24.4 per cent in value for shares traded. Volume for the first seven months of this year ran 84.4 per cent ahead of the similar period last year.

San Francisco department store sales, with an index of 121.5 for July, topped all other months for the year and were 6.9 per cent above July, 1960.

Electrical energy sales gained 4.3 per cent for July over the same month of last year. Commercial gas was up 5.1 per cent, water sales to industrial and commercial users up 2.2 per cent and 1.0 per cent to residences.

Construction permits issued in July fell below the 1,000 mark for the first time since January, but will still be 15.7 per cent ahead of last year in cumulative totals.

Almost \$9 million worth of building was authorized—including a 19-story, 73-unit cooperative apartment house at Sacramento Street and Sproule Lane, \$3,685,991; and two schools, Golden Gate Elementary, Turk and Pierce Streets, \$575,000, and a Roman Catholic school at Florida and 25th Streets, \$300,000.

The San Francisco Bay Area showed increased activity over a year ago with the lone exception of incoming shipping which was 4.3 per cent fewer vessels arriving with 5.1 per cent less tonnage. Outgoing ships numbered 11 more in July than in July of last year and showed a 0.1 per cent rise in tonnage.

Construction permits in the nine-county Bay Area (San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma) totaled \$86.1 million—up 34.1 per cent above the seven months' period of last year.

The total labor force in the San Francisco-Oakland Metropolitan Area increased by 2.3 per cent from July, 1960, to July, 1961, but the number employed rose only 1.4 per cent. Unemployment, as a result, rose 19.6 per cent to 70,700 persons, or 5.8 per cent of the work force. Unemployment, however, was lower in July than in any month so far in 1961.

Retail department store sales in the area all showed gains over July, 1960. Oakland registered a gain of 5.3 per cent and San Jose a gain of 5.5 per cent.

Golden Gate Bridge traffic topped two million vehicles for the first time in July—a 6.8

Bay Bridge traffic also hit a new monthly high with 3,518,317 vehicle crossings, a 2.6 per cent gain. July also was a record month for the Carquinez bridge, 1,375,824 crossings; the per cent gain over the same month last year. Dumbarton, 232,355; and Richmond-San Rafael, 365,880.

Out-of-state traffic entering northern Cali-

fornia gateways was up 9.8 per cent. For every eight out-of-state cars entering in 1960, there were nine from other states in 1961.

June livestock slaughter reports showed a record number of head, 128,000, taken in the five counties of Alameda, Contra Costa, San Francisco, San Mateo and Santa Clara, 14.3 per cent above the same month last year.

Business Activity Through July, 1961

I. SAN FRANCISCO ACTIVITIES

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS					
Residential Permits	Number	55	-14.1	493	-14.6
Total permits issued	Number	995	-6.7	7,890	15.7
Residential permits	Value	5,112,410	149.0	23,299,128	-21.0
Non-residential	Value	1,183,350	29	18,431,449	-11.2
Additions, alterations, repairs	Value	2,492,400	21.6	21,759,163	13.5
Total value of permits	Value	8,788,200	75.1	63,529,540	-8.5
Dwelling units authorized	Number	206	21.2	1,558	-29.3
Single-family units, new	Number	38	-19.2	313	-17.4
Two-family units, new	Number	6	10	70	-10.3
Multi-family units, new	Number	162	38.5	1,173	-32.8

REAL ESTATE

Deeds recorded	Number	1,386	2.6	10,087	1.5
Mortgages and deeds of trust	Number	1,721	21.5	11,804	15.8
Amount	Amount	47,374,353	125.5	224,007,923	41.8

FINANCE

Bank debits	\$000	6,095,456	28.5	39,239,808	16.5
Postal receipts	\$	2,951,903	2.8	21,938,977	3.2
Pacific Coast Stock Exchange	shares traded	3,637,716	17.3	48,341,531	84.4
Market value	\$	78,298,731	24.4	775,947,356	47.2
San Francisco Mining Exchange	shares traded	1,329,040	19.1	10,106,968	61.1
Market value	\$	235,215	38.3	1,545,022	117.5
Retail Department Store sales	Index*	121.5	6.9	116.1	-0.2
Commercial failures	Number	6	-53.9	83	12.2

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	12,074(a)	-0.4	67,400(b)	-7.7
Passengers off and on	Number	444,481(a)	-1.1	2,168,966(b)	-0.5
Passenger mail	Pounds	5,000,142(a)	26.3	30,180,000(b)	24.9
Air express loaded, unloaded	Pounds	851,384(a)	28.2	4,797,215(b)	13.5
Air freight loaded, unloaded	Pounds	10,330,402(a)	16.5	54,367,343(b)	8.9
Express shipments, air	Number	14,274	2.1	106,159	-1.1
Express shipments, rail	Number	47,564	-7.2	352,680	-4.7
Freight car movements	Number	11,000(p)	0.7	74,495(p)	-6.5

PORT OF SAN FRANCISCO

Revenue tons	Revenue tons	356,511	-25.6	2,935,714	-11.2
Coastwise	Revenue tons	11,758	71.3	82,931	-33.2
Inland waterway	Revenue tons	136,659	-20.2	1,033,224	-11.2
International	Revenue tons	21,450	37.4	135,578	-8.4
Foreign	Revenue tons	187,204	-30.0	1,683,831	-9.6

UTILITIES

Electric energy sales	Index	165.9	4.3	175.6	5.8
Gas sales (industrial and commercial)	m.c.f.	124,974	5.1	1,306,800	2.2
Water sales (industrial and commercial)	m.c.f.	184.63	2.2	1,161.32	1.2
Water sales (residential)	m.c.f.	140.27	1.0	852.89	-1.2

VISITOR AND NEWCOMER INQUIRIES

Number	Number	2,217	-7.3	14,424	-15.9
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SAN FRANCISCO CONSUMER PRICES (all items)

Index*	Index*	133.8(a)	1.1	133.8(b)	1.4
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II. BAY AREA ACTIVITIES

CONSTRUCTION PERMITS (9 counties)

Total permits authorized	\$ millions	86.10	34.1	572.72	16.0
Residential only	\$ millions	48.09	15.7	322.67	7.3
Dwelling units	Number	4,311	10.0	29,348	8.0

EMPLOYMENT (6 counties)

Total	Number	1,153,900(p)	1.4	1,160,560	3.1
Agriculture	Number	78,800	-0.1	16,860	0.8
Construction, contract	Number	72,300	0.1	16,860	-1.4
Manufacturing	Number	224,600	2.2	199,840	-1.4
Trans., comm., utilities	Number	108,300	-0.6	106,790	-1.0
Wholesale trade	Number	81,000	0.4	10,400	1.0
Finance, insurance, real estate	Number	178,000	1.5	176,670	0.9
Retail trade	Number	78,700	3.7	76,470	4.7
Services	Number	206,000	3.4	204,640	2.4
Government, Federal, State, Local	Number	202,000(p)	4.1	205,710	3.9
% of work force	Number	70,700	19.6	77,510	29.7
	Number	5.8	18.4	6.3	31.2

UNEMPLOYMENT

Retail Department Store Sales	Index*	87.0	5.3	74.3	7.5
Oakland (unadjusted)	Index*	319.2	5.5	298.6	5.4

WAGES (average weekly earnings)

Manufacturing (6-county area)	Dollars	114.17(a)	3.3	111.98(b)	3.7
Construction (6-county area)	Dollars	145.08(a)	3.8	145.18(b)	3.6
Retail trade (6-county area)	Dollars	83.45(a)	6.1	83.62(a)	4.2
Manufacturing (Santa Clara County)	Dollars	109.45(a)	-2.4	108.95(b)	-0.2

TRANSPORTATION

Freight car movements in eleven Bay Area Cities	Number				
Traffic into northern California	Number	177,380	9.8	660,962	12.5
Out of state passenger cars	Number	504,491	8.7	1,713,680	11.0
Out of state passengers	Number	425	-4.3	2,897	-1.4
Cargo Vessels (San Francisco Bay)	Registered tons	2,112,621	-5.1	14,616,312	2.9
Arrivals	Number	446	-1.1	2,871	-1.7
Departures	Registered tons	2,245,068	0.1	14,722,821	-3.8

BRIDGE TRAFFIC

San Francisco-Oakland Bay Bridge	Crossings	3,518,317	2.6	23,157,629	4.1
Golden Gate Bridge	Crossings	2,012,930	6.8	11,842,045	6.9

WORD TRADE (San Francisco Customs District)

Imports	\$ value	44,031,927(c)	-8.8	70,460,288(d)	-12.1
Exports	\$ value	55,016,360(c)	10.8	282,734,090(d)	-1.1
Fruits and vegetables	Carslots	4,304(c)	0.5	20,410(b)	-0.6
LIVESTOCK SLAUGHTER	thousands of heads	128(a)	14.3	609(b)	2.4

*Index based on 1947-49 average = 100: (a) June; (b) 6 months; (c) May; (d) 15 months; (p) preliminary.

Hitting the High Spots

with JIM WARNOCK

ROBERT H. WASZ, General manager of Joseph T. Ryerson & Son, Inc., has been re-elected President of the Northern California Chapter, Steel Service Center Institute. . . .

STEWART S. CORT has been elected Vice President, Bethlehem Steel Company, in charge of the company's Pacific Coast division. Arthur B. Homer, Bethlehem Steel Chairman, has announced, Cort succeeds H. Harrison Fuller, who succeeded April 22. . . .

A NEW AND MODERN partitioning system of prefabricated components—easy to assemble quickly and economically—to subdivide interior space, is now available from two area firms, Fiberglass Engineering and Supply of San Francisco and the Sono-Ceil Company of Oakland. The "Easy Wall" prefabricated vinyl wood grain surface is scuffproof, fadeproof and stain-proof. . . .

BANK OF AMERICA N.T. & S.A. and its wholly owned subsidiary Bank of America (International) have opened a new overseas branch in Karachi, West Pakistan, according to President S. Clark Beise. The last overseas branch opened by Bank of America, which has offices and representatives in 20 countries, was in Buenos Aires in October last year. . . .

THE 1961 EDITION of the Comprehensive Export Schedule—a loose-leaf compilation of U.S. Department of Commerce regulations and policies governing export licenses—is now available. Annual subscription rates are \$6 (\$7.50 to a foreign address) and may be placed with the San Francisco field office, Room 419, Customs House, 555 Battery Street. . . .

SECURITY SAVINGS and Loan Association, 239 Grant Avenue, San Francisco, has announced the construction of a new \$1 million, 5-story office building in downtown San Jose. Demolition on the site has begun, according to Duane W. Connell, Security Administrative Assistant. E. R. Rivoir, Vice President and Secretary, predicted the new edifice will be ready for occupancy by December of 1962. . . .

LEWIS D. SCHLEY has been named Vice President and General Manager of the Pacific Fruit Express Company, jointly owned subsidiary of Southern Pacific and Union Pacific and operator of the world's largest fleet of railroad refrigerator cars—more than 27,000 of them moving western fruits and vegetables and frozen foods to eastern and western markets. . . .



JOYCE LANCASTER, a founder and star of the Interplayers, as she will appear in the title role of the group's fifteenth anniversary presentation of "Mrs. Warren's Profession" by George Bernard Shaw. The production opens tonight at the Bella Union, Kearny near Washington, San Francisco's oldest theatre building, and is the first play in a fine subscription season. For reservations and information call SU 19909.

New Chamber Members



George McKeon

Kevin O'Shea

L. F. Mezzera

Harold Burk

Leon Forbes

New members recently joining the Chamber include the above (left to right):

George McKeon, President, *San Francisco Saints*, American (Professional) Basketball League, 1128 Market Street; Kevin O'Shea, General Manager, *San Francisco Saints*; L. F. Mezzera, General Manager, *Atlas Fish Emulsion Fertilizer Co.*, 1 Drumm Street; Harold Burk, Chairman, *Key Insurance Exchange*, 351 California Street; and Leon Forbes, Managing Director, *The Interplayers*, 825 Kearny Street.

GENERAL ELECTRIC'S district office, serving independent wholesale distributors of electronic components in northern California and eastern Nevada, has been moved from San Mateo to 1485 Bayshore Boulevard, San Francisco, according to R. A. Giannini, Western Region Manager for the company's distributor receiving tubes. . . .

Africa Week

(Continued from page 1)

and the newly emerging independent African nations. Foreign visitors, ranging from ambassadors to exchange students, will be entertained in the private homes of local citizens and will have an opportunity to observe the American way of life first hand. Some visitors will be guests for the entire week in private homes. . . .

Committees working directly under Block are: Cyril Magnin, finance; Mrs. Ambrose Diehl and Dexter Tight, hospitality; G. Lewis Fox and Andrew W. Leries, housing; Judges John W. Bussey and Gerald S. Levin, legal; William R. Campbell and James D. Warnock, media; Lloyd E. Graybiel, Alden Stanton and Leonard E. Kingsley, reception; Theodore Connelly and John J. Pettit, transportation. Program coordinators are John D. Sullivan, Office of the Mayor; Roy Ringer, State of California; the Honorable Roger Tubby, Undersecretary of State for Public Affairs, Department of State; and John L. Wilks & Associates, public relations firm. . . .

Martin B. Pray is serving as program committee chairman. Assisting him are the Rev. John Chester Smith, religious services; William H. Chester, waterfront tours; Ronnie Gilmore, *Africa Week* publications; William Wunsch and Robert Desky, Government Day; James P. Wilson, Norman Palmer and C. M. Van Vlieden, World Trade & Investment Day; Drs. Joseph Hill and David Marvin, Education Day; Ted Huggins, Communications Day; Mrs. Adelaide Johnson, Culture and Arts Day; Mrs. John Finney, Speakers Committee; Mrs. Charlotte Moore, civic programs; Mrs. Milton Goldberg and Francis Clinton, African students liaison. . . .

JOINING THE GROWING LIST of Bay Area writers with major works scheduled for publication is Waldo J. Marra, Executive Director of the San Francisco Business Communications Center and recent Chamber member, who has signed a contract with Prentice-Hall for a projected 150,000-word text on letter writing. "The U.S. Master Letter Writing Guide," Marra's editorial aid on the project is William Siden, another Bay Area writer with a growing national reputation. . . .

Space Age Show

(Continued from page 1)

assets in excess of ten billion dollars. W. J. Wilkin, manager of the Space Age Industries Exposition, revealed. . . .

He said, "The men who have been responsible for the spectacular expansion of the West's industry during the past decade are giving leadership to a new growth program which contemplates full utilization of the production potential and technological developments that each industry can contribute. . . .

"The first step is represented by the Space Age Exposition which can be likened to a wide-scope showcase of the most advanced products and methods being developed by each of the basic industries. . . .

"Complementing this will be the displays of the federal government agencies showing the tremendous variety of products, parts and components they are buying and seeking for the gigantic defense, scientific, domestic and aid programs. . . .

"The federal government teams will include top executives and procurement experts from each agency who will conduct conferences and give individual guidance and information to manufacturers seeking government contracts. . . .

As well as the West's foremost industrial executives, the governors and economic development agencies of the 13 western states and the federal agencies, there are 162 western chambers of commerce on the sponsoring roster. The San Francisco Chamber of Commerce is the executive coordinating agency, assisted by the San Francisco Bay Area Council, the Oakland Chamber of Commerce and the San Mateo Development Association. Lykke-Wilkin & Associates are exposition managers. . . .

\$137 Million in New Industry

More than \$137 million was committed in northern California's 48 counties for 543 factory projects for the first six months of this year, according to the Chamber Industrial department.

Out of the cumulative total for 1961, more than \$99 million was committed for 481 projects in the 13 San Francisco Bay Region counties (San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo). More than \$85 million was for 345 expansions and over \$13 million was invested in 139 new plants.

San Francisco committed \$3 million for 97 projects involving 318 new jobs. Of this, more than \$2 million went for expansions and \$611,500 was invested in 30 new plants.

INDUSTRIAL EXPANSION REPORT

CUMULATIVE TOTALS FOR THE FIRST SIX MONTHS

San Francisco			
30 New Plants	165 Jobs	\$	611,500
67 Expansions	213 Jobs	\$	2,725,700
97 Projects	318 Jobs	\$	3,337,200
Bay Region			
139 New Plants		\$	13,655,200
345 Expansions		\$	85,357,300
481 Projects		\$	99,012,500
Northern California			
156 New Plants		\$	19,647,200
367 Expansions		\$	117,555,900
543 Projects		\$	137,203,100

JUNE, 1961

San Francisco			
5 New Plants	19 Jobs	\$	96,000
11 Expansions	49 Jobs	\$	495,000
16 Projects	68 Jobs	\$	591,000
Bay Region			
25 New Plants		\$	314,200
50 Expansions		\$	3,263,000
75 Projects		\$	3,717,200
Northern California			
32 New Plants		\$	924,500
62 Expansions		\$	25,977,000
94 Projects		\$	26,901,500

Calendar

September 12 AGRICULTURE COMMITTEE MEETING—Vanderbilt Room, Fairmont Hotel, 12 noon.
September 13—TAX SECTION AND CAPITAL IMPROVEMENT & LAND USE SECTION JOINT MEETING: Public Welfare Building Board Room, Room 200, 10 a.m.
September 14 MEMBERSHIP ORIENTATION AND ASSIMILATION MEETING—John Hancock Building, 3rd Floor, 255 California Street, 9:15 a.m.
September 14 SAN FRANCISCO MUNICIPAL CONFERENCE, Room 200, 3 p.m.
September 15-22 AFRICA WEEK.
September 19 MEMBERSHIP ORIENTATION AND ASSIMILATION MEETING—John Hancock Building, 3rd Floor, 255 California Street, 9:15 a.m.
September 20 CONTACT CLUB MEETING—John Hancock Building, 3rd Floor (Signature Room), 255 California Street, 10:15 a.m.

PROGRESSOGRAM No. 53

The Tremendous Transit Task



Building of the proposed \$1,025,000,000 bay area rapid transit system will be one of the great construction projects of modern times, according to consulting engineers to the five-county Bay Area Rapid Transit District.

The engineers, in a report to the district, estimated that construction of the 120-mile, high-speed rapid transit network will require:

- A construction period of approximately 10 years with a total construction payroll of \$300,000,000 to \$400,000,000.
- 70,000,000 man-hours of construction time. (Construction of the San Francisco-Oakland Bay Bridge required 54,850,000 man-hours.)
- An average annual labor force of at least 3,500 over a period of approximately a decade and a peak labor force of at least 8,500 for many months.
- 410,000 tons of all types of steel. (Construction of the Bay and Golden Gate Bridges, combined, required a total of 267,400 tons of steel.)
- 3,000,000 cubic yards of concrete. (3,241,000 cubic yards of concrete went into the Hoover Dam.)
- 4,500,000 barrels of cement.
- 120,000,000 board feet of timber.
- 25,000,000 cubic yards of earthwork and dredging.
- \$85,000,000 worth of electrical materials and equipment.

Once it is in operation, the engineers said, the rapid transit system will require a permanent operating force of some 1,600 employees, representing an annual payroll of some \$10 million.

Construction manpower estimates do not include off-site manufacturing and district administrative and supervisory employees.

BARTD General Manager John M. Peirce said the construction report "illustrates the tremendous economic effect the proposed rapid transit system will have on the bay area even while it is being built."

"This report on construction quantities and manpower requirements illustrates graphically the fact that construction of the system over a period of about a decade will be a stimulus to the area's economy and basic industries of major proportions."

(A regular feature . . . ask your Chamber for reprints, EXbrook 2-4511)

Civil defense evacuation plans for San Francisco will be discussed tomorrow night at 8:05 p.m. over radio station KNBC as part of the Chamber's "San Francisco in the Sixties" series.

Panelists will be William W. Ward, Jr., Regional Administrator, California Disaster Office, Region 2; Rear Adm. A. G. Cook, USN (ret.), Director, San Francisco Disaster

Corps; Mrs. Eleanor Rossi Reno, President, Mrs. George Bockman, Civilian Defense Chairman, and Mrs. Walter Clark, Secretary, San Francisco Council of Women's Clubs.

G. L. Fox, Executive Vice President of the Chamber, will be Moderator.

The same panel will discuss fallout shelter construction on September 16.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOFRÉ, President
G. L. FOX, Executive Vice President
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH L. HAUCHEY, Editor

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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE

BUSINESS

VOLUME 18 • NUMBER 19 • SEPTEMBER 22, 1961



OFFICERS of the Chamber congratulate two newly promoted top staff members. L. to r.: Willis M. Holtum, First Vice President; F. S. Hirschler, Second Vice Presi-

dent; George M. Dean, Treasurer; G. L. Fox, named Executive Vice President, and Sidney H. Keil, promoted to General Manager. At right is O. R. Doerr, President.

'Definitive' Study of Golden Gate Bridge's Transit Capacity is Urged

"Directors of the Golden Gate Bridge should re-consider their decision and allow an impartial board of experts to make a definitive study of the bridge's capacity to support rapid transit," O. R. Doerr, President of the Chamber, has urged.

"A team of neutral consulting engineers should be formed to comprise an authoritative board of review in determining the feasibility of the bridge in this regard, a logical step if progress is to be made in the overall transit goals for the San Francisco Bay Area, in general, and Marin County in particular," Doerr added.

"Previous conflicting engineering reports have clouded the rapid transit issue and threaten to leave Marin County out in the cold without modern rail transit.

"A careful and objective scrutiny should be undertaken at the earliest opportunity and the highest engineering authorities possible called in to assay the situation and clarify the problem. Certainly a review board should be selected by impartial authorities. Such a team would no doubt, turn in a thorough and comprehensive evaluation of the practicality of using the Golden Gate Bridge for rapid transit.

"All possible effort should be made to keep Marin County within the framework of the Bay Area Rapid Transit Plan.

"The San Francisco Bay Area Rapid Transit District is clearly justified in demanding that the matter be studied by an impartial engineering board to dispel the doubts which have arisen out of conflicting reports regarding the effects of rapid transit upon the Golden Gate Bridge."

S. F. Quotes

"... an American city that is not formidably American, spiced with an Oriental flavor, checkered with foreign colonies, European in its wandering streets, its star-crowned hills, its devotion to the expansive things of life. A city that would not drown a stranger."

—HERB CAEN, S. F. *Chronicle*

Business-Education Day Set

Business-Education Day this year has been set for November 3 and formal invitations have been sent to all members of the Chamber, according to John Pettit, Chairman of the BE Committee.

Business Library Relocated

O. R. Doerr, Chamber President, will be Chairman of the Day at dedicatory ceremonies marking the relocation of the Business Branch Library at 551 Market Street Tuesday, 11:15 a.m.

Industrial Conference Scheduled Here

Edmund W. Littlefield, 1956 President of the Chamber and Executive Vice President and General Manager of the Utah Construction & Mining Company, will be Chairman of the 5th Annual Statewide California Industrial Conference which will be held Friday, October 20, at the St. Francis Hotel.

"The conference has been designed to give business-men and governmental officials the opportunity to examine some of the mutual problems that are being brought about through the state's industrialization," Littlefield said.

"Through the discussion of growth, industries and their changing technological and location requirements and the impact that

they are having on our local governments, trends will be revealed which can serve to guide both government and industry in expansion and development decisions," he added.

Originated by the Bay Area Council, the conference is sponsored by the Council and the American Institute of Planners, the California Labor Federation, AFL-CIO, California Real Estate Association, County Supervisors Association of California, League of California Cities, Los Angeles Chamber of Commerce and the Oakland and San Francisco Chambers of Commerce.

Registration fee is \$12 for the all-day session.

you are cordially
invited to a
civic luncheon
opening the 1961

UNITED BAY AREA CRUSADE CAMPAIGN

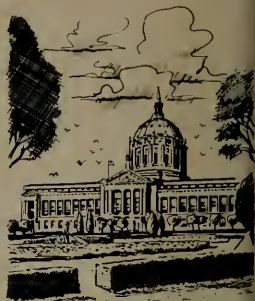
and honoring

mayors of cities in the five Bay Area counties of

Alameda, Contra Costa, Marin, San Francisco and San Mateo

Monday, October 2, 1961, 1:30 p.m.

SAN FRANCISCO COMMERCIAL CLUB — 465 California Street



SYMBOLIZING the Bay Area-wide importance of the \$11,000,000 United Crusade drive is the participation of the leaders of each community served by Crusade-supported activities.

THE LUNCHEON will follow opening day ceremonies at the Crown Zellerbach Plaza. Participants will include the 6th U. S. Army Band; a combined Armed Forces color guard; an Army Drill Team; Katherine Hilgenberg, San Francisco Opera Company star; distinguished civic leaders; and stage and screen personalities.

LUNCHEON SPONSORS:

San Francisco Chamber of Commerce • San Francisco Commercial Club • United Bay Area Crusade

The public is invited. Luncheon reservations are \$3.50.

DETACH AND RETURN FOR YOUR RESERVATION

UNITED BAY AREA CRUSADE
25 FREMONT STREET, SAN FRANCISCO 5

Please reserve _____ place(s) for me at the informal luncheon honoring Bay Area Mayors, Monday, October 2, 1:30 p.m., in the San Francisco Commercial Club.

NAME _____

FIRM _____

ADDRESS _____

CHECK ENCLOSED

\$ _____

\$3.50 PER PLACE

Hitting the High Spots

with JIM WARNOCK

CIVIC LEADERSHIP in urban development will be the subject of a panel discussion at a San Francisco Planning and Urban Renewal Association (SPUR) luncheon meeting Tuesday noon in the Marines Memorial Club. The panelists will be Everett Griffin, Chairman, S. F. Redevelopment Agency; Jacob Shemano, Chairman, S. F. Housing Authority; and Gardner Mein, President, S. F. City Planning Commission. Mary Ellen Leary, Associate Editor of the S. F. News Call-Bulletin, will be moderator. . . . **SAFEWAY STORES, INC.** sales for the four weeks ending September 9 were 4.7 per cent ahead of the same period last year. The retail food chain's 1961 sales for the four-week period amounted to \$199,167,913 compared to \$190,306,057 in 1960. There were 2,228 Safeway stores in operation September 9th compared to 2,184 September 10, 1960. . . .

THE SALVADOR DALI Art-in-Jewels Exhibit, sponsored by St. Mary's College, opened yesterday at the Sheraton-Palace Hotel and will be shown until October 3rd. A nominal fee will be charged at the daily exhibitions which will go to the college's Centennial Building Fund and for a campus expansion program, according to Patrick Boylan of the St. Mary's College Office of Public Information. . . .

GEORGE KRUSZ, Manager of the Domestic Trade Department, has been awarded a certificate for having completed a basic course in the Institute for Organization Management, held at the University of Santa Clara under the sponsorship of the Chamber of Commerce of the United States. . . .

IRVING H. PERLUSS, Director, California State Department of Employment, will discuss the role of his department in relationship to industrial development Tuesday, 12:15 p.m., at an Industrial Development Club luncheon in the Commercial Club. . . .

CHARLES L. LEONG has been appointed Director of Public Relations of the Chinese Chamber of Commerce, according to James H. Loo, President. Leong was a soldier-reporter for the China-Burma-India Roundup, Yank, and Stars and Stripes during World War II and later a public relations officer for the 14th Air Force Flying Tigers and Chinese Combat Command. He also collaborated with restaurateur Johnny Kan on the first cook book written on San Francisco Chinatown cookery, entitled *Eight Immortal Flavors*. . . .

TELEVISION INTERNATIONAL, an hour-long public affairs program, is aired every Monday, 9:30 p.m., over KQED, the community's non-commercial television station. . . .

WITH THE CANNING season reaching its peak in August, total manufacturing employment in the state rose to a 1961 high of 1,355,000 wage and salary workers, according to John F. Henning, Director of Industrial Relations. . . .

FRANK DIMARCO & Associates, of San Francisco have been appointed to direct public relations for the new Alfred Dunhill of London, located at Stockton and Post streets, to be opened in November. . . .

COLONEL ARTHUR H. FRYE, Jr., has succeeded Brigadier General Robert G. MacDonnell as Division Engineer of the Army's South Pacific Division, Corps of Engineers. Frye will be in charge of the Army's \$170-million military and civil works construction program in California, Arizona, Nevada and Utah and portions of five bordering states. Larger contracts include work at Fort Ord where airfield construction, including aprons and a hangar, plus 500 units of family housing, will require an estimated \$9-million. . . .

New Chamber Members



Stanley Boyanich J. Walter Carroll D. R. Slaughter Robert E. Burns Jim Hamm

New members recently added to the Chamber roster include the above (left to right):

Stanley Boyanich, President, *Dairy Industry*, 3698 17th Street; J. Walter Carroll, Station Manager, *Radio KSAN*, 111 Market Street; David R. Slaughter, Principal, *Fidelfax Inc.*, Investigative Services, 775 Post Street; Robert E. Burns, San Francisco Manager, *Modern Talking Picture Service, Inc.*, 444 Mission Street; and Jim Hamm, President, *Villa Roma Motor Hotel*, 1212 Columbus Avenue. . . .

GROUNDBREAKING ceremonies were held recently for Bay View Federal Savings and Loan Association at the site on the corner of Mission and 22nd Streets. Joseph E. Tinney, Acting Mayor and a member of the Board of Supervisors, made the dedicatory speech. Daniel K. Beswick, Chairman of the Chamber Business Headquarters Section, also attended. The \$3,293,000 project will be built by Barrett Construction Company, according to Elwood L. Hansen, President of Bay View Federal. . . .

THE SAN FRANCISCO SYMPHONY Orchestra will celebrate its 50th Anniversary this year with a Golden Jubilee Season, to be launched Wednesday, November 22, with a program identical to that performed in the Old Court Theatre in 1911, according to Maestro Enrique Jorda, Conductor and Musical Director. Another festive highlight will be the appearance of eight renowned artists who made their debuts with the S. F. Symphony: David Abel, violinist; Leon Fleisher, pianist; Earl Murray, guest conductor; Ruth Slenczynska, pianist; Stephen Bishop, pianist; Yehudi Menuhin, violinist; Ruggiero Ricci, violinist; and Isaac Stern, violinist. . . .

ROBERT W. BEYERS, former Assistant Managing Editor of the University of Michigan News Service, has been appointed Director of the Stanford University News Service. . . .

APPOINTMENT of Howard C. Smith, 25-year veteran of the air transportation industry, as Regional Manager of agency and interline sales for Western Air Lines in Los Angeles has been announced. . . .

THE LAMPLIGHTERS, San Francisco's only Gilbert and Sullivan repertory company, is presenting *Ruddygore* or *The Witch's Curse* at the Harding Theatre beginning tomorrow night, 8:30 certain. . . .

SAN FRANCISCO Chinese-Americans will celebrate the traditional Chinese Moon Festival Sunday, an event thousands of years old honoring the Moon Goddess each year on the 15th day of the 8th month of the lunar calendar. . . .

RADIO STATION KCBS will provide exclusive radio coverage for northern California fans of tomorrow's Tulane-Stanford football opener at Stanford Stadium. Don Klein, KCBS Sports Director, will be at the mike. . . .



Elwood L. Hansen

SOLICITATION has begun for the 1961 San Francisco Opera Fund Drive with a goal of \$150,000, "an amount needed to meet the expenses of the coming season and restore working capital depleted by previous deficits," according to Robert Watt Miller, President of the San Francisco Opera Association. Emphasizing the need for increased voluntary support from businesses as well as individuals, he said, "Our opera has enhanced the reputation of San Francisco as a cultural, cosmopolitan center, an ideal place to live, visit and do business." . . .

THE AMERICAN CANCER Society's San Francisco branch has distributed a total of \$4,000 to three local agencies for services rendered to cancer patients. The awards include \$2,500 to the Community Home Care Program operated by the Visiting Nurses Association, \$1,000 to the San Francisco Homemakers Service, and \$500 to the Helpers of the Holy Souls. . . .

A BOOKLET ON the discovery of jade in California, "Nephrite Jade and Associated Rocks of the San Martin Region, Monterey County," (special report 102) has been reprinted by the Division of Mines. Price of the report, available at all division offices—San Francisco, Sacramento, Redding and Los Angeles—is 25 cents plus tax. . . .

COMEDIAN Bob Hope has been named national chairman for the 1961 Sight-Saving educational campaign sponsored by the National Society for the Prevention of Blindness. . . .

HARRY P. GOUGH of Atherton has been elected Vice President of General Electric Company, succeeding C. C. (Larry) Walker, Western Regional Vice President, who has retired. Gough's headquarters will be in the company's western executive offices, Russ Building. Mr. Walker is a Chamber Director and Chairman of its Practical Politics Committee. . . .

THE PACIFIC GRAND PRIX, \$20,000 international professional sports car race, will be held October 20-22 at Laguna Seca, Monterey, under the sponsorship of the Sports Car Racing Association of the Monterey Peninsula in cooperation with the San Francisco Examiner. . . .

THE JOB OF EXPANDING the Stanford University Press has been awarded to the firm of Harrod and Williams Inc. of Sunnyvale. Their low bid of \$296,438 includes landscaping. The project consists of two 10,000-square-foot interconnected additions at the rear of the press at Lomita Drive and Panama Street on the campus. One building will be devoted to book storage and the other to a bindery. Designers were Hervey Parke Clark and John F. Buntler, San Francisco architects. . . .

(Continued on page four)

SAN FRANCISCANA—

Balclutha--the Last Full-rigger

More than 13,000 hours of skilled labor and \$100,000 in services and supplies went for the refurbishing of the Balclutha—the last full-rigger to fly the American flag, the last Cape Horn and the last square-rigger of hundreds which, at one time or another, painted the magic name of San Francisco on their shapely counters and sailed the briny deeps of the world.



The Glasgow-built ship, which is now anchored near Fisherman's Wharf, has served as a Calcutta jute carrier, a world tramp, California grain trader, transpacific lumber craft, with the Alaska salmon fleet, as a movie prop, and as a roving museum. Her maiden voyage was around the Horn to San Francisco in 1887. Her usefulness as a cargo carrier ended in 1930 when she became an exhibition ship for two decades. Then, in 1954, she was purchased by the Maritime Museum Association.

Under the leadership of Hugh Gallagher, Vice President of the Matson Navigation Company, prominent citizens signed promissory notes to purchase the ship for \$25,000 from a movie impresario. Lumber, outfitting, paint and nearly every maritime industry in San Francisco donated either money, facilities or gear for her reconstruction. Skilled men from the maritime unions, along with retired mariners, yachtsmen, naval men, executives and even housewives, pitched in to work weekends without pay.

Much of the credit for the successful restoration of the Balclutha belongs to Karl Kortum, Director of the San Francisco Maritime Museum, who sailed before the mast aboard one of America's very last sailing vessels, the bark Kailulani, during World War II.

Thus San Francisco—through the cooperation of labor and business—has saved a fragment of its rich past and preserved some of its historic glory for future generations.

(A regular feature . . . ask your Chamber for reprints, EXbrook 2-4511)

HIGHSPOTS—

(Continued from page three)

ARNOLD E. ARCHIBALD of San Francisco Federal Savings & Loan Association, and his wife, will be among those who will depart from San Francisco for Hawaii via Pan American World Airways Saturday, October 21, to participate in the Hawaiian Trade and Business Development Tour, sponsored by the Hawaiian Affairs Section of the Chamber. . . .

A FIRM government policy is needed by the United States for its maritime industry if this country is to survive economically and militarily, Alvin Shapiro, Vice President, American Merchant Marine Institute, told the American Legionnaires at their annual convention in Denver. Shapiro said the Soviets plan a 100 per cent increase over their present 4.5 million deadweight ton fleet by the end of 1965. . . .

Forest Fires Discussed

John Callaghan, Assistant Secretary-Manager, California Forest Protective Association, will discuss forest fires and why they happen over radio station KNBC Saturday, 8:05 p.m., on the Chamber-sponsored San Francisco in the Sixties series.

Lew Morton, Chief Deputy State Forester, will also participate in the discussion.

Progress Report Aired

Irving M. Levin, Director of the International Film Festival, will discuss his recent visit to festivals in Europe on the Chamber-sponsored San Francisco Progress Report over radio station KFRC Sunday at 10:30 a.m.



A \$400,000 CHECK was presented by Frederick C. Sullivan, President of Random Tours (left), to Claude E. Peterson, Vice President of Passenger Traffic and Public Relations for Southern Pacific. The money is the largest single sum ever given to an American railroad by a tour operator. It covers rental of equipment for Random's Autumn Leaves and Fall Foliage rail tours.

Local Motor Vehicle Office Dedicatory Ceremony Today

San Francisco's new one-story office of the Department of Motor Vehicles at 1377 Fell Street will be dedicated today with O. R. Doerr, Chamber President, as master of ceremonies.

Dignitaries expected to be in attendance include Governor Edmund G. Brown, Senator J. Eugene McAtter, and Assemblymen Phillip Burton, Milton Marks, John A. Buserud, John A. O'Connell and Edward M. Gaffney.

Calendar

September 26. DEDICATORY OF BUSINESS BRANCH OF SAN FRANCISCO PUBLIC LIBRARY. Mr. Doerr, Chairman. 11:15 a.m.
September 27. MOTOR VEHICLE SAFETY CHECK AWARD PRESENTATION. Mayor Christopher receiving award. Commercial Club, 12 noon.
September 28. EDUCATION COMMITTEE MEETING. Small Conference Room. 3:30 p.m.
September 29. SALUTE TO LT. GEN. JOHN L. RYAN, JR. by Chamber Board of Directors, Senior Council and Armed Forces Section. Reception, Green Room, Fairmont Hotel, 12 noon. Luncheon Garden Room, Fairmont Hotel, 12:30 p.m.
October 2. OPENING CEREMONIES OF GOLDEN GATE PARK, 130 Montrosses. 9:30 a.m.
October 2. KIKUHI LUNCHEON FOR UNITED BAY AREA CRUISE. Commodore Club, 1:30 p.m.
October 3. CONTACT CLUB MEETING. John Hancock Building, 3rd Floor (Signature Room), 255 California Street. 10:15 a.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

D. R. DOERR, President
G. L. FOX, Executive Vice President
M. A. HOGAN, Secretary
JAMES D. WARDNOCK, Executive Editor
JOSEPH L. HAN GHEY, Editor

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SAN FRANCISCO CHAMBER OF COMMERCE

BUSINESS

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Livestock Man of Year Named

J. Kenneth Sexton, Stone Valley Ranch, Willows (Glenn County), has been named California Livestock Man of the Year by the Chamber, according to Henry Schacht, Chairman of the Livestock Man Award Committee.

Born in Indiana, Sexton arrived in California in 1910 and was educated in Sacramento schools. He graduated from the University of California in 1923, majoring in agriculture. Associated with Glen Eidman, he operates, in partnership with two sons, three ranches in Glenn County totaling 14,000 acres.

Active in cross-breeding experimental work with the University of California on cattle since 1950 and on sheep since 1955, his work has had important impact on the state wool industry, notably in Romeldale breed improvements.

After the Korean war he induced the United States Department of Agriculture to accept his plan on reducing a troublesome wool surplus. Within 60 days after acceptance, the market showed a financial gain; within two years the wool surplus was nonexistent.

His background:

- Member of the Executive, Finance, and Marketing committees of the California Cattlemen's Association. Former Vice President of that body.

- Chairman, California Section of the American Society of Range Management.

- Currently a Director of the American National Cattlemen's Association and a member of the Chico State College Agricultural Department.

- Member, California Beef Promotion Board.

- Former Chairman, Board of Directors, The Wool Bureau, New York City (representing the combined wool growing industry of Australia, New Zealand, South Africa, and the United States).

- Past President, American Wool Council. Former member, Executive Committee, National Wool Growers Association. Member of a committee which set up the National Wool Act which has been in operation since 1955.

Sexton will be honored at a Cow Palace luncheon October 17 by the Chamber Agricultural Committee. He'll be awarded a silver tray by Chamber President O. R. Doerr Saturday night, October 28 during the Grand National Livestock Exposition at the Cow Palace.

S.F. Pre-Inaugural For Delta Air Lines



DELTA'S CONVAIR JET
...super-service for S.F.

Delta Air Lines—the first to schedule the world's fastest jetliner, the Convair 880—is winging its way this weekend on its pre-inaugural flight in completion of its Southern Trans-continental Service with San Francisco as its western terminus.

Delta, the airline with an 88-million-dollar jet fleet, will service San Francisco on one all first-class Convair 880 flight daily, departing from International Airport at 1:05 a.m., PST, flying non-stop to Dallas, continuing to New Orleans and Atlanta and terminating at Washington/Baltimore and Philadelphia.



WINS STATE AGRICULTURAL AWARD
J. Kenneth Sexton, Willows rancher

'Small and Big Business Both Will Benefit in Space Age Conference'

"Small business as well as big business will benefit greatly" from the Western Space Age Industries and Engineering Exposition, to be held at the San Francisco Cow Palace April 25-29, 1962, according to Noel E. Porter, newly-appointed Chairman of the Space Age Coordinating Committee.

"The exposition is designed to reflect the capabilities and potentialities of both large and small business in the Western States," Porter, Vice President in Charge of Operations of the Hewlett Packard electronics firm, Palo Alto, stressed.

Echoing Porter's statement of the dual ends of the Space Age Conference was T. G. Waale, Director, Office Procurement and Technical Assistance, Small Business Administration, Washington, D. C., who said his department "would actually be conducting one of the key conferences" at the exposition.

Key chairmen were appointed to supplement the work of the Space Age Coordinating Committee. Named Co-Chairmen of the Arrangements Committee were Frank Gomez, Chairman of the Chamber Industrial Advisory Committee and industrial realtor, and S. R. (Speed) Newman, Western Regional Manager, United Air Lines.



NOEL PORTER

Space Age Coordinating Committee members who attended the initial meeting were:

H. Bandes, Arthur D. Little, Inc.; D. J. Dalaghan, S. F. Bay Area Council; Gordon Campbell, United Air Lines; W. P. Cook, General Electric Company, Oakland; Fred DuBridge, Lockheed Missiles and Space Co., Sunnyvale; Gomez; J. H. Landells, Noller Control Systems, Inc., Oakland; C. H. Lavell, industrial development representative, Department of Employment, State of California; William W. Moore, Dames & Moore, San Francisco;

Charles T. Newton, General Dynamics/Astronautics, San Diego; Walter W. Niles, First Western Bank and Trust Company, San Francisco; Clifford D. Ryman, Small Business Administration; Harry Swinkels, Small Business Administration; Edward L. Tarkington, Regional Director, Small Business Administration; T. G. Waale, SBA; William J. Wilkin, Lykes-Wilkin & Associates; and G. L. Fox, Executive Vice president, Lewis M. Holland, Industrial Manager, and Harold T. Wood, Assistant Industrial Manager, all of the San Francisco Chamber of Commerce.

Holland is Chamber Staff Coordinator for the event.

Elder on the Air

Paul Elder, President of the Retail Merchants Association, and Harold Starr, Managing Director of the Chamber affiliate, will discuss its operations at 10:30 a.m. on Sunday on KFRC as part of the Chamber's regular series "San Francisco Progress Report."

S.F. Business Activity Gains For Month of August

San Francisco business activity rose 2.9 per cent in August over the same month last year and was up 0.9 per cent from July, according to the San Francisco Chamber of Commerce Research Department.

The Chamber index of 189.3 is based on the 1947-49 average of 100. Bank debits showed a jump of 16.7 per cent for the month of August over the similar month of 1960. Retail sales gained 2.3 per cent. Electric energy sales rose slightly. Freight car loadings, the fourth index component, slipped 4.8 per cent.

Department store sales in Oakland fell 4.0 per cent from August of last year. Bank debits slipped 2.8 per cent.

San Jose retail trade was up 7.1 per cent, measured by department store sales, while bank debits ascended 3.4 per cent.

Dollar volume of new construction authorized in San Francisco was 5.4 per cent below August of 1960—the lowest this year, despite the fact that the number of permits issued was up 8.7 per cent. For the first eight months of comparative years, the changes were even more noticeable—8.3 per cent less in value but 14.7 per cent greater in number.

Bay area construction totals were up 14.8 per cent over the first eight months of 1960. The other eight counties in the San Francisco Bay Area showed a net gain of 18.3 per cent while San Francisco dropped 8.3 per cent.

Shares traded on the Pacific Coast Stock Exchange in August topped the previous August by 34.0 per cent. More than 52 million shares have been exchanged thus far this year—a 77.4 per cent gain over the first eight months of 1960.

Revenue tonnage loaded and unloaded at the Port of San Francisco topped half a million tons in August—highest total since March, 1959. More than 58 per cent of that tonnage was of foreign origin or destination.

Employment totals gained 1.8 per cent over August, 1960, led by increases of 4.1 per cent in government, 3.7 per cent in services and 2.9 per cent in finance, real estate and insurance.

Unemployment in the San Francisco-Oakland area continued to decline. Although it is now at the lowest point of the year, 67,100,

it is still 17.3 per cent higher than a year ago.

Wage increases continued to spiral the average weekly earnings upward in the San Francisco-Oakland Bay Area. Average earnings in manufacturing were 2.1 per cent above a year ago;

in construction up 6.2 per cent; and in retail trade, up 6.7 per cent.

Values of imports and exports through the San Francisco Customs District dropped slightly in June. For the first half of this year imports were off 10.8 per cent and exports were down 1.0 per cent.

Business Activity Through August, 1961

I. SAN FRANCISCO ACTIVITIES

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS			
Residential Permits	Number	74	-20.4
Total permits issued	Number	1,233	8.7
Residential permits	Value	2,997,251	51.2
Non-residential	Value	151,000	-85.1
Additions, alterations, repairs	Value	2,694,527	-14.8
Total value of permits	Value	5,843,580	-5.4
Dwelling units authorized	Number	230	1.7
Single-family units, new	Number	49	-35.5
Two-family units, new	Number	12	200.0
Multi-family units, new	Number	169	57.9

REAL ESTATE					
Deeds recorded	Number	1,459	5.3	11,546	2.0
Mortgages and deeds of trust	Number	1,826	19.2	13,630	16.3
	Amount	45,329,177	118.8	269,337,100	50.7

FINANCE					Amount
Bank debits					\$000
Postal receipts					
Pacific Coast Stock Exchange				shares traded	
Market value					\$
San Francisco Mining Exchange				shares traded	
Market value					\$
Retail Department Store sales					Index*
Commercial failures					Number

TRANSPORTATION					
San Francisco Airport Traffic					
Planes in and out	Number	12,143(a)	-1.8	79,543(b)	-6.8
Passengers off and on	Number	439,912(a)	-1.4	2,608,878(b)	-0.6
Total mail by air	Pounds	4,707,979(a)	25.9	34,850,833(b)	26.3
Air express loaded, unloaded	Pounds	796,000(a)	7.5	5,593,295(b)	12.6
Air freight loaded, unloaded	Pounds	9,937,513(a)	16.6	64,342,000(b)	10.4
Express shipments, air	Number	16,999	4.3	123,055	-1.0
Express shipments, rail	Number	59,161	1.5	441,961	-3.9
Freight car movements	Number	11,209	4.8	84,912	-2.2
Truck movements—San Francisco bridges	Index*	21.5	4.9	179.0	2.5

PORT OF SAN FRANCISCO					
Total	Revenue tons	504,023	7.0	3,439,737	-9.0
Coastal	Revenue tons	8,237	-28.4	91,234	23.6
Inland waterway	Revenue tons	156,750	3.1	1,219,974	-8.2
Intercoastal	Revenue tons	15,453	-30.7	151,181	-37.5
Foreign	Revenue tons	293,583	7.9	1,977,414	-7.3

UTILITIES					
Electric energy sales	Index	167.5	0.2	176.6	5.1
Gas sales (industrial and commercial)	m.c.f.	1,168.43	-6.9	11,475.23	1.2
Water sales (industrial and commercial)	m.c.f.	190.39	6.5	1,370.36	0.7
Water sales (residential)	m.c.f.	145.95	-0.8	935.04	-6.6

VISITOR AND NEWCOMER INQUIRIES					Number
SAN FRANCISCO CONSUMER PRICES (all items)					Index*

II. BAY AREA ACTIVITIES

CONSTRUCTION PERMITS (9 counties)

Total permits authorized	\$ millions	94,676	7.1	657,394	14.8
Residential only	\$ millions	44,534	-8.8	367,199	5.0
Dwelling units	Number	3,688	-13.0	32,216	5.0

EMPLOYMENT (6 counties)		Number
Total		Number
Agriculture		Number
Construction, contract		Number
Manufacturing		Number
Trans., comm., utilities		Number
Wholesale trade		Number
Retail trade		Number
Finance, insurance, real estate		Number
Services		Number
Government: Federal, State, Local		Number

UNEMPLOYMENT		Number	
% of work force		67,100	17.3
		5.4	12.5

RETAIL DEPARTMENT STORE SALES				
Oakland (unadjusted)	Index*	80.1	-4.0	75.0
San Jose	Index*	344.0	7.1	304.3

WAGES (average weekly earnings)				
Manufacturing (6-county area)...	Dollars	114,171(a)	2.1	112,223(b)
Construction (6-county area).....	Dollars	150,381(a)	6.2	145,728(b)
Retail trade (6-county area).....	Dollars	86,371(a)	6.7	83,933(b)
Manufacturing (Santa Clara County).....	Dollars	106,921(a)	-1.7	108,686(b)

TRANSPORTATION					
Freight car movements in eleven Bay Area Cities	Number	53,907	6.5	367,198	-4.4
Traffic into northern California	Number	136,964	-8.8	777,926	8.2
Out of state passenger cars	Number	382,401	-9.1	2,096,987	6.7
Out of state passengers	Number	1,000,000	-1.0	10,000,000	-1.0
Cargo Vessels (San Francisco Bay)					
Arrivals	Number	430	-3.2	3,327	-1.6
	Registered tons	2,163,576	-3.9	16,779,810	-1.2
Departures	Number	1,224	1.9	3,295	-0.7
	Registered tons	2,136,152	-2.5	16,856,973	-3.6

BRIDGE TRAFFIC		Registered tons
San Francisco-Oakland Bay Bridge	Crossings	3,650,489
Golden Gate Bridge	Crossings	2,020,976

WORD TRADE (San Francisco Customs District)					
Imports	\$	42,133,397(c)	-3.8	236,893,695(d)	-10.8
Exports	\$	57,159,819(c)	-3.1	339,693,905(d)	-1.2

FRUITS AND VEGETABLES		Carrots
LIVESTOCK SLAUGHTER		thousands of heads

*Index based on 1947-49 average = 100: (a) July; (b) 7 months; (c) June; (d) 6 months; (p) preliminary.

Africa Trade Theme On Station KNBC

Trade opportunities between Africa and California will be discussed Saturday, 8:05-8:30 p.m., over radio station KNBC on the Chamber-sponsored "San Francisco in the Sixties" series.

Participants will be W. W. van de Laar, University of South Africa, and James P. Wilson, Manager of the Chamber World Trade Department.

G. L. Fox, Chamber Executive Vice President, will be moderator.

Mortimer Fleishacker, Chairman, Board of Governors, UBAC, and Philip S. Boone, Public Relations Chairman, will discuss "Why Doesn't Charity Begin at Home in the Bay Area?" on the October 14th program.

Hitting the High Spots

with JIM WARNOCK

A GOAL of 100 new members has been set by the Contact Club for its final three months of this year, according to Herbert H. Harmon, Manager of the Chamber Membership Department. A reception and cocktail party for Contact Club members and their wives was held in the Garden Court suite of the John Hancock Building Sept. 19, hosted by William J. Bird, Western Vice President of the company, a Chamber Director, and Chairman of the Membership Department of the Chamber. . . .

EITEL-McCULLOUGH, Inc., manufacturer of electronic-power tubes, has announced a new contract for 3X100A5 power-grid tubes, according to Louis Martin, Marketing Director. The contract, received from the Procurement Headquarters, U. S. Air Force, Gentile U. S. Air Force Station, Dayton, O., was in the amount of \$1,567,141. . . .

THE INTER-CITY SECTION of the Chamber will tour the central San Joaquin Valley Oct. 12-13, according to Dave Plant, Chairman. Cities to be visited include Fresno, Lemoore, Corcoran, Tulare, Visalia, and Hanford. . . .

INVITATIONS to participate in the 12th annual Business-Education Day Friday, Nov. 3, have been issued by O. R. Doerr, Chamber President. The number of teachers who will take part this year is expected to exceed 4,000, according to John W. Pettit, B-E Committee Chairman. . . .

TED NEEDHAM, former news photographer, has established his own studios at 2031 Union Street (Walnut 1-2909). He will specialize in advertising, publicity, fashion and industrial photography. . . .

TIDEWATER Oil Company officially broke ground for the west coast's first commercial isocacking unit Sept. 20 at its Avon Refinery in the San Francisco Bay Area. Isocacking, a new catalytic hydrocracking process, produces extremely high yields of octane gasoline and other petroleum products. The \$20-million isocacker will be completed by late 1962. . . .

SALES & MARKETING Executives' Association of San Francisco will hold a Management Seminar October 27-28 at the Mark Hopkins Hotel, the first of its kind ever to be presented in San Francisco. The program is designed to aid top and middle sales and marketing executives in the planning and policy-making of their companies, according to Jack Podesta, Chairman of the Seminar. Leading the discussions will be Dr. W. J. E. Crissy of Michigan State University and Dr. Jack S. Schiff of Pace College, New York City. . . .

SAN FRANCISCO photographer Gene Anthony's photographic essay on Barry Ashton, night club producer, is featured in the October 3 issue of *Show Business Illustrated* with shots of *Bimbo's* and *The Last Frontier* in Las Vegas. Anthony also has a series of feature photographs in the *Crown* Magazine for October. . . .

STANDARD OIL COMPANY of California will sponsor one-third of the radio and television broadcasts of the San Francisco Giants baseball games in 1962, sharing sponsorship of the broadcasts with Folger's Coffee and Dual Filter Tareyton cigarettes. . . .

NATIONAL WINE WEEK, the annual week-long tribute to the wines of American vineyards, will be held October 14-21, ushering in the season of heavy sales of California wines. . . .



COLUMBUS LANDS IN S. F.! — Christopher Columbus (Joe Cervetto) shows Carole Selby (left) a jeweled diadem aboard the historic sailing ship *Balclutha* while Barbara Boccone looks on and Nancy Beckwith films the "historic event." The Landing of Columbus will be re-enacted Sunday as the climax of a three-day celebration. The crown will be worn by a girl selected as Queen Isabella, the Columbus Day Queen. The event was publicized throughout the country by the Chamber Publicity Department which sent out 250 mats and releases.



O. R. DOERR (left), President of the Chamber, accepts a plaque citing San Francisco as the grand national award winner of the 1961 National Voluntary Vehicle Safety Check for Communities. Making the presentation is Frank P. Lourey, Assistant Managing Director of the National Safety Check for Communities. To the right is Harold V. Starr, Manager of the Chamber Civic Development Department.

A "DARING INTERPRETATION" of *Orpheus* with 22 dancers performing to percussion music will highlight the new Pacific Ballet Company's Fall presentation October 19-20 in the Veterans' Auditorium, according to Director Alan Howard. The famous *Bluebird Pas de Deux* from *Sleeping Beauty*, an abstract ballet, *Groziioso*, the popular *Rounds* and *Josette* also will be featured in the two nights of dance. . . .

THE SECOND ANNUAL Festival of Nations in the Haight-Ashbury District is scheduled October 21-22 and will include a parade, outdoor entertainment, an international buffet, and the staging of a Chamber-sponsored street-tree planting exhibit under the auspices of the Haight-Ashbury Neighborhood Council. . . .

EDMUND HARTSOOK, President of the Public Education Society of San Francisco and a member of the Chamber Education Committee, is moderator of KQED's new educational series, "Schools Are Your Business," seen Wednesdays, 9 p.m., over Channel 9. . . .

BUSINESS WIRE, a private teleprinter service which transmits news releases for public relations men, has opened offices at 221 Sansome Street, according to Lorry I. Lokey. Clients thus far include Standard Oil Company of California, General Electric, American President Lines, Bank of America, Wells Fargo American Trust, Bethlehem Steel as well as PR firms like Carl Bycer and Communications Counselors, Inc. . . .

ESTABLISHMENT of a San Francisco office of the Nigerian-American Chamber of Commerce, Inc., with temporary headquarters at 391 Sutter Street, has been announced by Samuel O. Oti, Nigerian Consul, in New York. . . .

ONE OF THE most controversial films ever made by Indian Director Satyajit Ray — *Devil*, or *The Goddess* — will be shown at the San Francisco International Film Festival, according to Festival Director Irving M. Levin, a Chamber Director. The showing of *Devil* in San Francisco marks the first showing to any audience outside of India. . . . Levin hopes to have the complete program ready for public announcement by October 7, the date tickets go on sale at 19 hay area agencies. . . .

(Continued on page four)



TREES! TREES! TREES! — O. R. Doerr, President of the Chamber (L), Tom Bright, Director of the State Department of Motor Vehicles (C.), and Rear Admiral George L. Russell discuss plans for landscaping the new DMV field office, 1377 Fell Street. The Chamber has vigorously advocated the planting of trees throughout the city.

Chamber Board Urges Acquisition of Fox Theater

Proposition "I" on the November municipal ballot—the acquisition of the Fox Theatre as a convention facility by the City and County of San Francisco—has been approved by the Board of Directors of the Chamber. Action of the Chamber Board followed recommendations of the Chamber Chamber Improvement and Land Use Section and the Chamber Civic Development Committee.

"Competition for conventions is stronger than ever. We must provide facilities that will compare favorably with those of other cities," the Chamber joint-committee report stated. "Since exhibits support the cost of conventions, they must be so located that those attending have ready access to them.

"It has been difficult to stage large conventions because, at the

present time, the city lacks adequate exhibit space with proper and adjacent meeting rooms. Further, from October, 1962, until October, 1963, the Civic Auditorium will be closed for remodeling.

"The Fox Theatre is essential to completing the civic center convention complex. It would provide the only meeting room to accommodate between 800 and 4,800 persons and is close enough to be structurally connected by bridge or underpass to the Civic Auditorium.

"It would provide a second meeting room and exhibit hall combination consisting of 2,000 to 5,000 seats in the Fox Theatre to go with the 70,000 square-foot Civic Auditorium—totalling 180,000 square feet of exhibit space, which includes Brooks Hall."



PAMPHLETS ON POLITICS

... L. F. Walters, Area Manager, Industrial Relations Dept. of American Can Co. (L) presents 20 books on practical politics to Randy Shields, (c.) of the Chamber, and Clarence C. Walker, Practical Politics Committee Chairman, on behalf of his company.

Tree Planting Program Moving Right Along

Sixteen California pepper trees have been planted on the 100 block of Divisadero Street as part of the Chamber's continuing program to encourage street tree planting in San Francisco.

The Haight-Ashbury Neighborhood Council, one of more than 100 community groups working with tree-planting efforts of San Francisco Beautiful, an affiliate of the Chamber, was one of the very first neighborhoods to participate in the Chamber campaign which began October, 1960.

Since its inception, more than 10,000 trees have been voluntarily planted, according to Brian Fewer, Supervisor of the Street Tree Division of the Department of Public Works.

Fourth Practical Politics Action Course Scheduled to Begin at Chamber October 16

The Chamber begins its fourth Practical Politics Action Course Monday, Oct. 16, according to Clarence C. Walker, Chairman of the Practical Politics Program Committee.

The highly-successful political education course will be held each Monday, 10:30 a.m. until noon, for nine weeks in Room 200 of the Chamber Building.

Donald C. Burns, Executive Vice President, California Association of Life Underwriters, will be discussion leader. Burns, a graduate of the first course sponsored by the Chamber in 1959, has instituted numerous courses throughout the state for members of his Association, for which his group has won a top Chamber of Commerce of the U.S. award.

The course is open to the first 20 enrollees. Arrangements for enrollment can be made by telephoning the Chamber Public Affairs Department, EXbrook 2-4511, Ext. 86.

HIGHSPOTS —

(Continued from page three)

A PLEA FOR generosity by Abraham Ribicoff, the nation's Secretary of Health, Education and Welfare, and dancing and comedy by Ray Bolger launched the 1961 Bay Area Crusade Monday. A noontime crowd of about 2,500 gathered in the plaza of Crown Zellerbach Building to hear Bolger, the famed straw man of Wizard of Oz film fame. The onlookers also heard Ribicoff declare "the few dollars you give to the \$11-million Crusade goal may help a child to walk again and even to dance like Ray Bolger." Bay Area mayors were honored at the ceremonies and at a civic luncheon sponsored by the Chamber and the Commercial Club....

LUBA SHAROFF, longtime favorite of Bay Area audiences, makes her only American appearance this season Sunday, Oct. 22, at 2 p.m. at the Marines Memorial Club. She will present her celebrated satiric traveltogue "Through the Middle East with 'Don Juan'" as a benefit for the Sunday Salon concert series, sponsored by Creative Thinking, Inc., and the San Francisco Lyric Theatre, both Chamber members....

Calendar

October 10—TRANSPORTATION COMMITTEE MEETING—2-4 p.m., Room 200.

October 12—PRESIDENT'S CONFERENCE ON PUBLIC AFFAIRS—Sponsored by the Chamber of Commerce of the United States, cosponsor San Francisco Chamber of Commerce—10 a.m. to 3 p.m., Terrace Room, Fairmont Hotel.

October 12—WORLD TRADE ASSOCIATION LUNCHEON MEETING—World Trade Club, 12 noon.

October 12—LUCKY HEREFORD TOUR Starts 8:30 a.m., at Chamber Building.

October 12-13—INTER-CITY SECTION TRIP TO CENTRAL SAN JOAQUIN VALLEY.

October 13—INDUSTRIAL DEVELOPMENT COMMITTEE MEETING—10:30 a.m., Room 200.

October 16—ACTION COURSE IN PRACTICAL POLITICS—First Session, 10:30 a.m. to 12 noon, Room 200.

October 17—SALUTE TO THE GRAND NATIONAL—Featuring California Livestock Man of the Year 1961, Cow Palace, Round-Up Room, 12 noon.

October 18—RETAIL MERCHANTS ASSOCIATION BOARD MEETING—Bohemian Club, 8 a.m.

October 18—CONTACT CLUB MEETING—John Hancock Building, 3rd Floor (Signature Room), 255 California Street, 10:15 a.m.

October 19—WORLD TRADE ASSOCIATION LUNCHEON MEETING—Foreign Trade Group Meeting, World Trade Club, 12 noon.

October 20—STATEWIDE INDUSTRIAL DEVELOPMENT CONFERENCE—Registration 8:30 a.m., St. Francis Hotel, Mr. L. Holland.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

G. L. FOX, Executive Vice President

B. A. BUCAN, Secretary

JAMES D. WERNICK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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Chamber Has Key Role Promoting Livestock Show

San Francisco's efforts to strengthen ties of friendship with her rural neighbors are expressed in the efforts of the Chamber to promote the Grand National Livestock Exposition, to be held October 27 through November 5 this year at the Cow Palace.

Annually, since 1950, the Chamber has selected the State's Livestock Man of the Year who this year is J. Kenneth Sexton, Willows rancher. Sexton will receive a beautiful silver tray from Chamber President O. R. Doerr October 28 as



a feature of the Grand National program. As a prelude to the Grand National, the Chamber Agricultural Committee, of which Jack T. Pickett, Editor of *The California Farmer*, is chairman, stages an annual civic luncheon to focus the attention of the public on the show. Through correspondence and promotional literature, mailed to chambers of commerce throughout northern and central California, the San Francisco Chamber seeks to attract thousands of out-of-town visitors to the colorful event.

Of utmost importance to the success of the show are the efforts of the Chamber to strengthen the "heart" of the Grand National, the auction sale of exhibited animals. A special committee, the Livestock Sales Committee—headed by Carl L. Garrison, General Manager of Porter Estate Company, and Ed LeVesconte, Vice President of H. S. Crocker Company—starts months in advance of the event to enlist buyers of the prize meat animals at premium prices.

Premium prices also are sought for the exhibit animals of nearly 1,200 young members of the 4-H Clubs and Future Farmers of America who participate in the Junior Grand National.

The 1961 Livestock Sales Steering Committee includes, besides Garrison and LeVesconte, the following:

E. W. Cole, Sausalito; William C. Dunson, John Hancock Mutual Life Insurance Co.; Walter F. Murphy, Murphy Equipment and Supply Corp.; Edgar O'Brien, Wells Fargo Bank American Trust Co.; Walter T. Rodman, California Beef Council; and Rudy Shields, Chamber Agricultural Committee Secretary.

FUN FOR THE FUND—Mary Costa (right), as Titania in *A Midsummer Night's Dream*, takes a contribution for the San Francisco Opera Fund from Richard C. Ham, Director of Personal Solicitation. To the left is Margot Blum of San Francisco, the Countess Ceprano of *Rigoletto*. The drive has netted \$100,000 of its \$150,000 goal from civic-minded businessmen and businesses in the community.

Retention of Presidio as a Military Site Urged by Chamber President

San Francisco's Presidio should be retained as a military site in the interests of national defense, according to the Chamber. In a letter to Robert S. McNamara, Secretary of Defense, O. R. Doerr, President of the Chamber, wrote that "declaring the Presidio surplus to national defense needs could seriously weaken the defensive strength of this area."

Pointing out that the Chamber has, over the years, "upheld the military role of the Presidio against recurring suggestions that the land be utilized for private purposes," Doerr wrote that "the loss to San Francisco of the Presidio's estimated annual payroll, purchases and contracts of \$73 million could cause serious economic disruptions not likely to be offset by the stimulus of private Presidio-land development.

The letter also opposed proposals to relocate Letterman General Hospital. "Its proximity to other major medical centers and its strategic location from the viewpoint of those it serves as well as all whom it may serve in the event of disaster bespeak for its retention at its present Presidio site," he concluded.

Chamber Voting Recommendations

CITY AND COUNTY ELECTIONS

Municipal Measures

(November 7, 1961)

PROPOSITION	VOTE
A—Water Bonds, \$115,000,000	YES
B—Fort Funston, \$1,100,000	YES
C—Welfare Building, \$3,282,000	
(Support Not Recommended)	
D—Chief Administrative Office	YES
E—Library Commission	YES
F—Health Service System	NO
G—Property Damage Reimbursement	NO
H—Hearing Officers	YES
I—Fox Theatre Policy	YES



WINE QUEEN—Pointing up the fact that wine sales soar in the last three months of the year with a string of holidays around the corner, E. L. (Ted) Barr, Chairman of the Board of Directors of the Wine Institute, crowns Sue Speer National Wine Queen. Miss Speer, a San Francisco girl, reigned this week during National Wine Week.

U. S. Postmaster Day Speaks Here

J. Edward Day, Postmaster General of the United States, will speak on "Nationwide Improved Mail Service and other Postal Programs" Monday noon, October 30, at the Commercial Club under the sponsorship of the Chamber and the Commercial Club.

Willis Holmum, First Vice President of the Chamber, will preside. John F. Fixa, Postmaster of San Francisco, will be chairman of the Day.

Tickets, \$3.50 each, can be obtained or reservations made by telephoning the Chamber, EXbrook 2-4511, Extension 17, or the Commercial Club, YUkon 2-2929.



J. Edward Day

S.F. Quotes

"More beautiful than Washington, more cosmopolitan than New Orleans, a better market place than Atlanta, industrially sounder than Houston or Dallas, wealthier and more civilized than Los Angeles or San Diego, San Francisco offers to the next generation what New York offered to the last generation. San Francisco could become the City of the Future."

—Robert A. Futterman,
THE FUTURE OF OUR CITIES

\$115 Million Water Bond Issue Backed by Chamber Directors

Support of Proposition A on the November municipal ballot, the \$115 million water supply improvement bond issue which would double San Francisco's water supply system, has been reaffirmed by the Chamber, according to G. L. Fox, Chamber Executive Vice President.

"This bond issue would make it possible for the city to guarantee its future needs for water and to continue to meet the ever-growing needs of the suburban population over a 20-year period by the sale of water and Hetch Hetchy power," Fox pointed out. "The bond issue would not affect the tax rate."

The construction program would nearly double the system's present daily delivery capacity of 180 million gallons, Fox said. Additional water construction facilities in the Sierras would guarantee San Francisco's ability to provide a dependable water supply of 400 million gallons daily to its Bay Area customers to at least the year 2015.

Action followed recommendations of the Tax Section, of which E. V. Donovan is chairman; the Civic Development Committee, of which George F. Hansen is Chairman; the Capital Improvement and Land Use Section, of which F. Marion Donahoe is Chairman; and the Retail Merchants Association, of which Paul Elder is President.

Storyland Expecting Millionth Visitor

Businessmen and merchants have made possible a "Family Day On The Town" for the millionth visitor at Storyland, who is expected to enter the gate around midday Sunday.

Donations include:

A gigantic stuffed toy camel, Anher Toys, 272 Post Street; four Disneyland children's albums, G. & C. Distributing Co.; four theatre tickets, MGM theatre; four tickets for a family cruise, Al Eldredge, Harbor Tours, Inc.; dinner for the family, Nick Finocchio, New Tivoli Restaurant; children's books, Paul Elder's Book Store; family portrait, Cation Studios; four tickets, Lamplighters Theatre; a lifetime pass to Storyland, SF Recreation and Park Department.

The Chamber publicity department produced the publicity and donated the records San Francisco, My Enchanted City, and Nab Hill Nocturne; a copy of Ben Adams' book, San Francisco, An Informal Guide; and a copy of Alce Stern's Etchings of Fascinating San Francisco.

Business-Education Day Set November 3

San Francisco's annual Business-Education Day will be held Friday, November 3 under the sponsorship of the Chamber with some 4,000 teachers expected to be guests of business and industrial concerns, according to John W. Pettit, B-E Committee Chairman.

"In view of the compelling need for more economic education in the schools, I cannot stress enough the importance of your taking part in this program," O. R. Doerr, Chamber President, stated in a recent letter to Chamber members urging participation in the program. "The job of enlisting host firms for the 4,000 teachers requires an all-out effort on the part of the business community."

Resident Theatres KFRC Discussion

Luba Sharoff, former local actress now working in the European film industry who is visiting briefly for one performance at the Sunday Salon sponsored by the Lyric Theatre and Creative Thinking on October 22, will be interviewed on "San Francisco Progress Report" Sunday on KFRC, 10:30 a.m.

Miss Sharoff will discuss what San Francisco resident theatre means to the business community and the kind of image San Francisco has built abroad in the theatrical world. Also participating on the Chamber-sponsored program will be William Seiden, Chamber member who is active in the field of resident theatre promotion.

Calendar

October 23—ACTION COURSE IN PRACTICAL POLITICS—Room 200, 10:30 a.m.

October 23—ACTION COURSE IN PRACTICAL POLITICS—For Casualty Insurance Executives, Room 200, 3:15 p.m.

October 24—INTER-CITY SECTION HOSTS STOCKTON CHAMBER OF COMMERCE GROUP.

October 25—PRE-LUNCHEON MEETING OF CALIFORNIA MINE ASSOCIATION OPERATORS—Mining Committee, Room 200.

October 25—MINING COMMITTEE LUNCHEON—Commercial Club, 12 noon.

October 27—BUILDING CODE SECTION MEETING—Room 200, 10:30 to 12 noon.

October 26—ORIENTATION AND ASSIMILATION MEETING FOR MEMBERS—John Hancock Building, Third Floor (Signature Room), 255 California Street, 9:45 a.m. to 10:45 a.m.

October 27—NAVY DAY LUNCHEON—Paul B. Fay, Jr., Under Secretary of the Navy, Commercial Club, 12 noon.

October 27—WORLD TRADE ASSOCIATION BUSINESS LUNCHEON—Belgian Group, World Trade Club, 12 noon.

October 27—GRAND NATIONAL LIVESTOCK EXPOSITION—Cow Palace.

October 28—SAN FRANCISCO CHAMBER OF COMMERCE NIGHT—Cow Palace, 8:00 p.m.

October 30—POSTMASTER GENERAL LUNCHEON—The Honorable J. Edward Day, Commercial Club, 12 noon.

October 31—INDUSTRIAL DEVELOPMENT CLUB LUNCHEON, Speaker: Mr. W. G. Stone, Port Director, Port of Sacramento. Subject: Port of Sacramento Edits Deep Water Channel. Chairman of the Day: Mr. Dick Oddie, Bank of America. Commercial Club, 12:15.

November 1—CONTACT CLUB MEETING—John Hancock Building, 3rd Floor (Signature Room), 255 California Street, 10:15 a.m.

November 3—BUSINESS EDUCATION DAY. November 3—INTER-CITY SECTION TRADE TRIP TO REDWOOD CITY VIA GREAT GOLDEN FLEET.

Hitting the High Spots

with JIM WARNOCK

THERE WILL BE 471 exhibitors who will show 3,273 animals—each seeking a share of premium money totaling \$103,239 — at the 1961 Grand National Livestock Exposition, according to L. C. Smith, Livestock Chairman. The event, being staged at the Cow Palace, October 27 through November 5, will be the best in 17 years, he predicted. Nineteen states and Canada are sending exhibits. The American Hereford Association has designated the 1961 Grand National as a Register of Merit show, with 241 breeding Hereford cattle competing for prize money totaling \$26,342. The National Milking Shorthorn Association will sponsor a National Show and Sale and the National Yorkshire Swine Association will sponsor a Show and Sale of breeding animals....

DR. TOM N. CORNSWEET, an author on the psychology of perception, has been appointed a consultant on visual perception for the Institute for Design Analysis, an affiliate of industrial designers Walter Landor and Associates....

EMPLOYMENT in the Bay Area rose to a new high in September but unemployment was higher than any September in the past 12 years, according to John F. Heining, Director of the State Department of Industrial Relations. Civilian employment in September totaled a record 1,176,700, a gain of 8,500 from August. Idle workers totaled 78,800 in September or 7.9 per cent of the labor force. In September 1960 unemployment was 51,600 or 4.3 per cent of the labor force....

CHAMBER DIRECTOR Leonard S. Mosias, San Francisco architect, participated in a panel discussion at the Sheraton-Palace convention of the National Association of Retarded Children last week, representing the San Francisco Council of Boy Scouts of America and speaking on recreation for retarded children....

ALFONSO CALALANG, president of the Chamber of Commerce of the Philippines, discussed future business and financial developments between the Philippines and San Francisco at a luncheon of the San Francisco Area World Trade Association, affiliate of the Chamber, Thursday noon, October 12, in the World Trade Club. Calalang, president of the Security Bank & Trust Company and a member of the board of trustees of the Philippine College of Commerce and of the Board of Travel and Tourist Industries, is one of the top business leaders of the Philippines....

LOUIS CLISBEE has been appointed Director of the San Francisco Bureau of Governmental Research, according to the Bureau's Board of Trustees. Clisbee has been on the Bureau staff since 1945 as a Staff Analyst and Assistant Director. He succeeds Alfred Smith who retired recently after a 35-year career with the Bureau....

"ROOM AT THE TOP," a one-day conference for business and professional career women, will be held Saturday, Oct. 28, at the USF Management Development Center in cooperation with the Business and Professional Women's Club of San Francisco. Registration is \$15....

REVERSE ADVERTISING, 820 Bay Street, which features advertisements and a new type of reply envelope sales, has been formed by Owner Jerry Drennan, former space salesman with the *San Francisco Examiner* and *San Mateo Times*. The reply envelope is called Reverse-Return and combines two envelopes and a letter on one piece of paper....

New Chamber Members



Roger C. Levit Marion Beck F. C. Sullivan Mrs. J. B. Hodge Mario Gaidano

New members recently added to the Chamber roster include the above (left to right):

Roger C. Levit, Executive Vice President, *Agricultural Exchange Corporation*, 465 California Street; Marion Beck, co-owner, *R.S.V.P.*, restaurant and cocktail lounge, 531 Commercial Street; Frederick C. Sullivan, President, *Random Travel, Inc.*, escorted tour specialists, 821 Market Street; Mrs. Jeanne Browne Hodge, Area Manager, *Kelly Girl Service, Inc.*, 703 Market Street, and President, *Paramount Placement Agency*; and Mario Gaidano, *Architect, A.I.A.*, 2134 Van Ness Avenue.

U. S. Secretary of Navy Makes Address

Paul B. Fay, Jr., Under Secretary of the Navy, will speak on "Your Navy Today" at San Francisco's Navy Day Luncheon next Friday noon at the Commercial Club under the joint sponsorship of the Navy League of the United States (San Francisco Council), the San Francisco Chamber, and the Commercial Club.



Paul B. Fay, Jr.

Willis Holtum, First Vice President of the Chamber, will preside. Michael E. Conway, President, Navy League of the United States (San Francisco Council), will be Chairman of the Day.

Tickets, \$3.50 each, can be obtained or reservations made at either the Commercial Club, 465 California Street, or the Chamber, 333 Pine Street (EXbrook 2-4511).

DR. RONALD HILTON, Professor of Romance Languages and Director, Institute of Hispanic American and Luso-Brazilian Studies at Stanford University, will speak this noon at the World Trade Club to members of the Pan American Society. His topic, "The Crisis of Honesty in Latin America," is based on recent developments in South America....

SAN FRANCISCO and Oakland were the only large cities in the state to record a decrease in their total tax rates for the 1961-62 fiscal year, according to the San Francisco Bureau of Governmental Research. San Francisco's rate went down 17 cents from \$8.48 per \$100 assessed value to \$8.31, while Oakland decreased five cents from \$9.67 to \$9.62....

SEVENTY CHAMBER and civic officials from Porterville and Tulare County arrive here tonight to prepare for a centennial parade up Market Street to City Hall tomorrow at 11:00 a.m. The parade was arranged under the auspices of the Porterville Chamber of Commerce of which Allan Coates is Manager....

FIFTEEN "BUSINESS AMBASSADORS" of the Chamber visited six communities in the central San Joaquin Valley last week in an annual bid for new business and friendship between that area and San Francisco. Accompanying David Plant, Inter-City Section Chairman, were Jim Massey, Statistical Tabulating Corp.; Fred Hawkins, Avis Rent-A-Car; Dave O'Berry, Dave O'Berry Advertisers; Ian A. Russell, Wells Fargo Bank American Trust Co.; Howard Fletcher, Bank of America; Walter Moormans, Levi Strauss and Company; George Krusz, San Francisco Chamber; F. T. Garesche, Standard Oil Co. of California; Bud Swensen, United Air Lines; Stanton Haight, Pacific Employers Insurance Company; W. H. Perry, Western Greyhound Lines; Ivan Branson, Morning Glory Caterers....

GROWTH PROPERTIES, a corporation formed late last year by a group of prominent Bay Area business and professional persons engaged in the acquisition and development of northern California investment properties, has opened general offices in room 204, Albert Building, 1010 B Street, San Rafael, according to Edgar T. Lindner, President. Officers, in addition to Lindner, include: Charles H. Allen, Co-Owner, Frank Howard Allen & Co., Vice President; Robert W. Elliott, Gardiner, Riede & Elliott, Secretary; and Jack M. Goldthwaite, Vice President, Crocker Anglo National Bank in San Rafael, Treasurer....

THE UNITED STATES should "take a strong, aggressive position in international affairs while this country is ahead of the Communist bloc," W. P. Fuller Brawner, President of W. P. Fuller & Co. and 1948 Chamber President, told the World Affairs Council of Northern California in an address at the St. Francis Hotel. Brawner, commenting on his trip to USSR "backyard" countries of Yugoslavia, Bulgaria, Rumania and Hungary, added, "There is no possible reason to believe the exaggerated statements the Soviets are making about great advances behind the Iron Curtain...."

SAN FRANCISCO Film Festival has become the first North American organization to be honored with associate membership in the International Film and Television Council, according to Director Irving Levin, who was informed of the unanimous vote of the General Assembly of the Council by Council Secretary Mario Verdone of Paris....



PLANTING THE FIRST of several hundred trees and shrubs in a \$15,000 landscaping program at the Villa Roma, San Francisco's spectacular new motor hotel which opened yesterday at Bay and Columbus, were: Brian Fewer, supervisor, Street Tree Division of San Francisco; Mrs. Ilans Klusmann, Planting Chairman, San Francisco Beautiful (affiliate of the Chamber); and Jim Hanin, owner of the \$1,000,000 facility. Anshen and Allen were the architects and Douglas Baylis was landscape architect for the colorful circular structure.

Farmers' Market Problem Discussed

Proposed abolishment of the Farmers' Market — as recommended by the Blyth-Zellerbach report — will be discussed on the "San Francisco in the Sixties" KNBC program, sponsored by the Chamber, Saturday, November 11.

Participants include John Brucato, Chairman of the Farmers' Market Advisory Board, and R. E. Moyse, Secretary-Manager, Wholesale Fruit and Produce Association.

November municipal ballot issues will be reviewed November 4 by Randle P. Shields, Manager of the Chamber Public Affairs Department, and Harold V. Starr, Manager of the Civic Development Department.

Top Industrialists on Space Age Advisory Board

Seventy-one presidents, board chairmen and chief executives of the nation's largest corporations will serve as the board of industrial advisors to the Western Space Age Industries and Engineering Exposition in San Francisco next April, according to Herschel J. Brown, Chairman of the group and Executive Vice President of Lockheed Space and Missiles Company.

The corporations headed by the individual members including all the leaders in various fields of western industry represent total assets in excess of \$10 billion, according to W. J. Wilkin, Manager of the Space Age Industries Exposition.

"The men who have been responsible for

the spectacular expansion of the West's industry during the past decade are giving leadership to a new growth program which contemplates full utilization of the production potential and technological developments that each industry can contribute to the whole," Wilkin said. "The Space Age Exposition can be likened to a wide-scope showcase of the most advanced products and methods being developed by each of the basic industries."

Governors and economic development agencies of 13 western states and federal agencies, along with 162 western chambers of commerce, are sponsoring the show. The San Francisco Chamber is the executive coordinating agency.

\$147 Million in Industrial Expansion

More than \$147 million has been committed for the first seven months of this year for industrial expansion in northern California, according to the Chamber Industrial Department.

The total of \$147,204,600 for 617 projects included an outlay of \$123,855,000 for 438 expansions and \$23,349,600 for 179 new factories.

Manufacturers in the San Francisco Bay Region's 9 counties—San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma—committed \$108,224,600 for 551 projects for the cumulative period. Of this, \$91,251,400 went for 393 expansions and \$16,973,200 for 158 new plants.

San Francisco manufacturers planned to spend \$5,370,700 for 110 projects, involving 385 jobs—\$4,740,200 for 78 expansions and \$630,500 for 32 new plants.

INDUSTRIAL EXPANSION REPORT Cumulative Totals for the First Seven Months:

	San Francisco	
32 New Plants	113 Jobs	\$ 630,500
78 Expansions	274 Jobs	\$ 4,740,200
110 Projects	385 Jobs	\$ 5,370,700
	Bay Region	
158 New Plants	—	\$ 16,973,200
393 Expansions	—	\$ 91,251,400
551 Projects	—	\$108,224,600
	Northern California	
179 New Plants	—	\$ 23,349,600
438 Expansions	—	\$123,855,000
617 Projects	—	\$147,204,600

'E' Backed by Chamber

Proposition E on the November municipal ballot, which would cut the number of library commissioners from 11 to seven on January 8, 1964, has been voted support by the Chamber.

S.F. Businessmen On Hawaiian Tour

A contingent of San Francisco businessmen, led by O. R. Doerr, Chamber of Commerce President, left Wednesday aboard the Matson liner *Matsonia* on the Chamber-sponsored Hawaiian Business Development Tour.

Among those in the vanguard of the group who will participate in the tour of Honolulu, Hilo and Kauai to review commercial and industrial growth and opportunities with local business and civic leaders were: Mr. and Mrs. Fred Hawkins (Pillsbury, Madison & Sintro); Mr. and Mrs. Arnold Archibald (S. F. Savings and Loan Assn.); Mr. and Mrs. Robert Woodcock (Stanford Research Institute); Mr. and Mrs. Marshall Virello (C & H Sugar Company).

"The San Francisco Chamber was the first in the nation to urge admission of the Territory of Hawaii to statehood," Doerr pointed out. "The San Francisco Chamber under Bratton Wilbur's presidency in 1946, asserted that Hawaii had fulfilled every qualification for statehood, had a well functioning, orderly government, a self-sustaining economy and valuable resources."

Directors Approve Proposition 'D'

Proposition D on the November municipal ballot, which would make future appointments by the Mayor to the office of the Chief Administrative Officer subject to confirmation and approval by a majority of the Board of Supervisors, has been voted support by the Chamber.

Board action followed the recommendation of the Chamber's Legislative and National Affairs Section of which Frederick H. Hawkins is chairman.

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Leading Producers and Directors Gather for S. F. Film Festival

Leading film producers, directors and international celebrities are converging for the fifth annual San Francisco Film Festival which runs through the first two weeks of this month and ends November 14 at the Metro Theatre.

Irving M. Levin, Executive Director of the Film Festival and a Director of the Chamber, originated the event in 1957. Its success has encouraged art houses and independent producers in the United States to foster "non-commercial" films of unusually high quality and has stamped San Francisco as a city where the best in art—as in food and

fashion—is to be found.

The 1961 Film Festival will be judged by an international jury of experts—Josef von Sternberg and Arthur Mayer of the United States, Kira Pramanova of Russia, Tapan Sinha of India and John Halas of England. Other guests include Sophia Loren of Italy; Lev Arnstam and Nina Drobysheva of Russia; Lubna Aziz of the United Arab Republic and producer Rhames Nagnib; Mexico's beautiful Columbia Dominguez; brilliant Argentine Director Leopoldo Torre-Nilsson; and American Director Fred Zinneman and Designer Saul Bass.

Among the entries of particular significance this year are Spain's *Viridiana*, the U.S.S.R. picture, *The Clear Sky*, the United States' entry *The Exiles*, and Poland's *Samson*, among many others.



ARGENTINE FILM TONIGHT'S FILM FESTIVAL FEATURE

Alfredo Alcon and Graciela Borges in "Summer Skin"—to be shown at the Metro Theatre tonight and tomorrow night.

Surcharges on Trucks and Railways Opposed

Elimination of penalty charges on trucking and railroad shipments to, from or within the San Francisco Bay Area counties has been urged by the Chamber Board of Directors, according to G. L. Fox, Executive Vice President.

Charles C. Miller, Manager of the Chamber Transportation Department, will appear in Case 5432, Petitions 233 and 235 "as an interested party" in support of the elimination of the San Francisco Bay Area counties surcharge. The Chamber is not taking a position on the general increases of rates and charges statewide.

"Petitions 233 and 235, filed by the California Trucking Associations, and western railroads seek to increase the rates and charges in minimum rate tariff Number 2 (state-wide)," Miller explained.

"Because San Francisco Bay Area surcharges are in fact discriminatory to shippers and receivers, the Chamber Transportation Committee felt compelled to recommend to the Board of Directors that they be eliminated."

S.F. Quotes

"Although only a little more than 100 years old, San Francisco has already developed a considerable tradition, a local pride, and a natural touch of class that is immediately apparent. I think if people live very long in San Francisco, they must get a little of it on them, and they are better people because of it."

—BING CROSBY

'59 Livestock Man Of Year Succumbs

Charles F. Stover, Red Bluff cattleman who was named the California Livestock Man of the year in 1959 by the Chamber Agricultural Committee, succumbed last week.

Jack T. Pickett, Editor of the *California Farmer*, and Chairman of the Agricultural Committee of the Chamber, commented:

"Charles Stover was an outstanding man and one of the most beloved men in the state's industry. He was the kind of a gentleman who was a real credit to what is a billion dollar industry in California and he always had been most hospitable and truly generous."

Should the Farmers' Market Be Abolished?

Should the Farmers' Market be abolished? The Blyth-Zellerbach recommendation on the subject will be discussed on the "San Francisco in the Sixties" program over KNBC at 8:05 p.m., Saturday, November 18.

Voicing opposing views will be R. E. Moysse, Secretary-Manager of the Wholesale and Produce Association, and John Brucato, Chairman of the Farmers' Market advisory board.

G. L. Fox, Executive Vice President of the Chamber, will be moderator.

Ballot Issues On KFRC and KNBC

Issues on the November 7 municipal ballot will be fully reviewed this weekend by staff members of the Chamber.

Tomorrow night, on the "San Francisco in the Sixties" program, sponsored by the Chamber, at 8:05 p.m. over KNBC, Randle P. Shields, Manager of the Chamber Public Affairs Department, Harold V. Starr, Manager of the Civic Development Department, and G. L. Fox, Executive Vice President of the Chamber (who will act as moderator) will be the participants.

The same group will discuss the pros and cons of the propositions on "San Francisco Progress Report" Sunday, 10:30 a.m., over KFRC.

S. F. Business Activity Shows September Gain

San Francisco business activity index of 185.7 for September—based on the 1947-49 average of 100—rose 2.7 per cent over the same month last year, but slipped 2.1 per cent from August, according to the Chamber Research Department.

Of the four components which comprise the Chamber index, electric energy sales, up 6.5 per cent, showed the greatest gain. Department store sales rose 3.4 per cent and bank debits 2.1 per cent. Freight car loadings fell 9.7 per cent.

Department store sales also gained elsewhere around the Bay Area in September, rising 5.8 per cent in San Jose and 2.4 per cent in Oakland over a year ago. Bank debits soared 6.1 per cent in San Jose and were off 0.3 per cent in Oakland. Freight car loadings were down 1.9 per cent in the Bay Area.

Construction in San Francisco was 45.4 per cent above September of 1960 in dollar valuation and 14.0 per cent higher in number of permits issued.

Forty-six per cent of the \$10 million worth of construction permits was accounted for in two projects: a \$2 million cooperative apartment building, comprising 51 units, at 1070 Green Street, and a \$2.4 million warehouse and distributing facility for the United Parcel Service at 16th Street and San Bruno Avenue.

More than \$79 million worth of new construction was authorized for the first nine months of this year—only 3.8 per cent less than the pace set in the record-breaking year of 1960. The number of permits issued for the first three quarters of last year.

September Bay Area construction (the nine counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara and Sonoma) showed a decline of 12.9 per cent from September, 1960.

With nearly \$730 million of new Bay Area construction started for the first nine months of this year, an increase of 11.3 per cent was recorded over the similar period last year.

There were 22,100 additional persons employed in the San Francisco-Oakland Metropolitan Area (counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) and 15,700 additional persons employed in the San Jose area. Agriculture was the biggest gainer in the former area; services, with a gain of 11.7 per cent, and government, up 10.1 per cent, led the field in San Jose.

Average wages continued to increase in each area. Weekly earnings in manufacturing were up 2.5 per cent in September over the same month last year in San Jose, and were up 3.7 per cent in the San Francisco-Oakland Metropolitan Area where construction earnings gained 6.2 per cent and retail trade, 6.8 per cent.

August air traffic at San Francisco International Airport and Oakland Airport showed its highest volume thus far this year.

Arrivals and departures of airline flights at San Francisco totaled 13,308 in August, a gain of 6.5 per cent over the same month last year and 4,167 flights were recorded for the month at Oakland Airport. The number of passengers at San Francisco totaled 488,253, a record and 6.1 per cent above the same month last year.

Port traffic at San Francisco topped a half-million revenue tons in September, the second straight time this year, for a 1.2 per cent gain over September of 1960. Tonnage of all ships arriving and departing Bay Area ports was off 5.2 per cent.

Vehicular traffic showed gains on all six Bay Area toll bridges over September of 1960 with the Dumbarton Bridge registering a gain of 16.9 per cent and the San Mateo-Hayward Bridge an increase of 10.2 per cent. Out-of-

Continued on page four

Business Activity Through September, 1961

I. SAN FRANCISCO ACTIVITIES		SEPTEMBER 1961	% from 1961	9 MOS. 1960	% from 1960
GENERAL BUSINESS ACTIVITY INDEX*		185.7	2.7	186.6	7.2
CONSTRUCTION PERMITS					
Residential permits	Number	61	19.6	628	-12.9
Total permits issued	Number	1,049	4.0	10,213	-14.6
Residential permits	Value	4,181,457	329.8	30,477,838	-14.9
Non-residential	Value	3,546,600	-16.2	22,129,847	-11.2
Married alterations, repairs	Value	2,189,412	35.3	26,682,902	-13.8
Total value of permits	Value	6,917,469	45.4	79,290,587	-18.1
Dwelling units authorized	Number	232	20.3	2,020	-18.1
Single-family units, new	Number	42	7.7	404	-18.4
Two-family units, new	Number	4	-60.0	8	-8.8
Multi-family units, new	Number	186	600.0	1,528	-18.0
REAL ESTATE					
Deeds recorded	Number	1,314	3.1	12,890	2.1
Mortgages and deeds of trust	Number	1,586	10.8	15,216	15.7
Amount	Amount	24,974,004	26.0	293,931,044	48.3
FINANCE					
Bank debits	\$1000	5,311,173(2)	2.1	48,617,906	10.1
Postal receipts	\$	3,022,621	-5.1	28,082,620	7.8
Pacific Coast Stock Exchange	shares traded	5,244,524	22.3	40,995,352	25.8
Market value	\$	92,146,186	18.1	973,986,567	45.0
San Francisco Mining Exchange	shares traded	878,634	-5.6	11,924,774	42.7
Market value	\$	112,404	3.8	1,845,964	96.4
Retail Department Store sales	Index*	129.3	3.4	119.0	-0.0
Commercial failures	Number	6	-25.0	96	-1.0
TRANSPORTATION					
San Francisco Airport Traffic					
Planes in and out	Number	13,308(a)	6.5	92,848(b)	-5.1
Passengers off and on	Number	488,253(a)	6.1	3,097,131(b)	0.4
Total mail by air	Pounds	6,796,783	13.8	6,490,078	12.8
Air express loaded, unloaded	Pounds	10,980,412(c)	18.5	75,320,624(d)	11.2
Air freight loaded, unloaded	Pounds	15,757	-1.5	138,616	-0.5
Express shipments, air	Number	15,757	-1.5	463,872	-4.4
Express shipments, rail	Number	10,592	-9.7	94,904	-7.4
Freight car movements	Number	183.5	2.9	179.5	2.6
Truck movements—San Francisco bridges	Index*				
PORT OF SAN FRANCISCO					
Revenue tons	Revenue tons	506,196	1.2	3,945,933	-7.8
Coastwise	Revenue tons	4,077	-38.1	95,245	18.9
Inland waterway	Revenue tons	16,725	-8.0	1,388,542	30.3
Intercoastal	Revenue tons	32,499	51.7	183,680	-10.3
Foreign	Revenue tons	301,047	6.2	2,278,461	-6.0
UTILITIES					
Electric energy sales	Index	171.0	6.5	174.2	5.3
Gas sales (industrial and commercial)	m.c.f.	1,114.0	-4.8	12,589.2	0.7
Water sales (industrial and commercial)	m.c.f.	178.5	0.5	1,508.3	0.4
Water sales (residential)	m.c.f.	139.9	-1.5	1,132.6	-1.3
VISITOR AND NEWCOMER INQUIRIES	Number	1,149	1.0	17,377	-13.4
SAN FRANCISCO CONSUMER PRICES (all items)	Index*	134.9	1.4	134.2	1.4
II. BAY AREA ACTIVITIES					
CONSTRUCTION PERMITS (9 counties)					
Total permits authorized	\$ millions	72,363	-12.9	729,757	11.3
Residential only	\$ millions	42,238	-2.3	409,437	4.2
Dwelling units	Number	3,465	-12.5	36,681	3.1
EMPLOYMENT (6 counties)					
Total	Number	1,176,700	1.9	11,633,470	2.9
Agriculture	Number	21,700	7.4	17,870	1.3
Construction, contract	Number	72,200	-0.7	70,090	-0.9
Manufacturing	Number	212,000	0.1	202,910	0.1
Trans., comm., utilities	Number	109,000	-0.3	106,860	-0.8
Wholesale trade	Number	81,500	1.0	81,930	1.0
Retail trade	Number	178,900	1.0	176,230	1.0
Finance, insurance, real estate	Number	78,900	3.5	77,160	4.4
Services	Number	200,100	3.1	204,670	3.4
Government: Federal, State, Local	Number	20,900	2.0	205,960	4.0
UNEMPLOYMENT	Number	60,700	17.6	74,490	27.2
% of work force		4.9	14.0	6.1	29.8
RETAIL DEPARTMENT STORE SALES					
Oakland (unadjusted)	Index*	82.1	2.4	75.8	5.4
San Jose	Index*	361.8	5.8	310.7	5.7
WAGES (average weekly earnings)					
Manufacturing (6-county area)	Dollars	115.78(a)	3.7	112.73(b)	3.5
Construction (6-county area)	Dollars	143.32	6.2	143.32	6.2
Retail trade (6-county area)	Dollars	85.12(c)	6.8	84.18(d)	4.7
Manufacturing (Santa Clara County)	Dollars	113.21(e)	2.5	109.51(f)	0.2
TRANSPORTATION					
Freight car movements in eleven Bay Area Cities	Number	48,292	-11.9	415,492	-4.1
Traffic into northern California	Number	128,084	12.7	926,010	8.8
Out of state passenger cars	Number	318,795	20.1	2,414,882	8.3
Out of state passengers	Number	415	-6.5	3,742	-2.2
Cargo Vessels (San Francisco Bay)	Registered tons	2,220,925	-4.3	19,000,835	-3.2
Arrivals	Registered tons	401	-5.4	3,893	-2.3
Departures	Registered tons	2,095,353	-6.1	18,954,326	-3.9
BRIDGE TRAFFIC					
San Francisco-Oakland Bay Bridge	Crossings	3,438,545	3.1	30,276,663	4.1
Golden Gate Bridge	Crossings	1,790,406	5.9	15,653,627	6.8
Garza Vieja Bridge	Crossings	329,147	6.3	3,180,122	7.9
San Mateo-Hayward Bridge	Crossings	339,900	10.2	2,924,774	0.4
Richmond-San Rafael Bridge	Crossings	320,077	7.4	2,724,424	8.1
Dumbarton Bridge	Crossings	228,085	16.9	1,974,709	18.3
WORD TRADE (San Francisco Customs District)					
Imports	\$ value	43,070,690(c)	-0.9	279,964,375(d)	-9.4
Exports	\$ value	59,407,458(c)	-3.5	399,301,367(d)	-1.5
LIVESTOCK SLAUGHTER	thousands of heads	108(a)	3.8	819(b)	2.8

*Index based on 1947-49 average = 100: (a) August; (b) 8 months; (c) July; (d) 7 months; (e) corrected.

Hitting the High Spots

with JIM WARNOCK

BRITISH CARTOONIST and film director John Halas and Russian film critic Kira Paramanova have been added to the panel of jurors for the fifth San Francisco International Film Festival, according to Festival Director Irving M. Levin, who also is a Director of the Chamber. Halas has won international acclaim for such animated films as George Orwell's *Animal Farm* and the satiric *History of the Cinema*. Mrs. Paramanova is known throughout the Soviet Union as one of its most prominent movie critics and writers. The two new jurors arrived in San Francisco Tuesday...

ELDON J. CASSODAY, United States Department of Commerce commercial attaché, stationed at Caracas since October, 1958, will be available for trade conferences with Bay Area firms today, according to John J. Judge, manager of the San Francisco field office...

CONGRESSMAN John F. Shelley has announced the "recertification" of the San Francisco "Workable Program" for community improvement during the coming year. As a result of the action taken by the Housing and Home Finance Agency, San Francisco will continue to remain eligible for federal urban renewal assistance, low rent housing and certain Federal Housing Administration Mortgage Insurance as provided under federal law...

WILSON-RICH PAPER COMPANY, 60 Federal Street, ends its 3rd annual report show today, featuring more than 500 current reports selected by *Financial World Magazine*. An added attraction is a display of more than 600 menus and wine lists from world-famed restaurants, including menus from restaurants given national recognition by *Holiday magazine*...

A GROUP of 30 businessmen from the Stockton Chamber of Commerce were hosted by the Chamber of Commerce Inter-City section Tuesday, October 24. On the agenda for the day were a tour of the city's new construction, a luncheon at the Garden Court of the John Hancock Building, a cruise of the Bay aboard the Great Golden Fleet of the Chamber, a cocktail party and dinner at the St. Francis Hotel...

SAN FRANCISCO-BORN Paul B. Fay, Jr., Under Secretary of the Navy, spoke on "Your Navy Today" at the Navy Day Luncheon last Friday noon at the Commercial Club under the sponsorship of the Navy League of the United States (San Francisco Council), the Chamber, and the Commercial Club, Willis M. Holtum, First Vice President of the Chamber, presided and Michael E. Conway, President of the San Francisco Council of the Navy League of the United States, was chairman of the day...

J. EDWARD DAY, Postmaster of the United States, discussed "Nationally Improved Mail Service and Other Postal Programs" Monday at the Commercial Club under the cosponsorship of the Chamber and the Commercial Club. Willis M. Holtum, First Vice President of the Chamber, presided. Chairman of the day was John F. Fika, Postmaster of San Francisco...

MORE THAN 4,000 San Francisco teachers will visit some 250 local business and industrial organizations during Business-Education Day today, according to John Pettit, Vice President of Yellow Cab Company and B-E Committee Chairman. Organizations hosting more than 100 teachers include Pacific Telephone and Telegraph Company, the United Air Lines and the Lamp-lighters as well as the Salvation Army. Companies cooperating represent a cross-section of San Francisco's economy...

New Chamber Members



Leon Strauss Deloris Hancock Clarence R. Stern Charles F. Moran Mrs. J. Rohatsch

Recently joining the rapidly growing membership ranks of the San Francisco Chamber of Commerce were the above (left to right):

Leon Strauss, Owner and Director, *Bay Area Hearing Aid Center*, 415 Sutter Street; Deloris Hancock, President and Manager, *Munson Business College*, 406 Sutter Street; Clarence R. Stern, President, *Fidelity Investment and Security Corporation*, 1800 Divisadero Street; Charles F. Moran, Supervising Engineer, *Portland Cement Association*, San Francisco office, Russ Building; and Mrs. Josephine Rohatsch, R.N., President, *Northern California Association of Industrial Nurses*, 937 Judah Street.



Jean Lapuyade D. W. Suchecki Roy C. Hall John E. Almond Newman W. Page

Jean Lapuyade, Owner and Manager, *La Bourgeoise Restaurant*, French Haute Cuisine, 320 Mason Street; Dalegor W. Suchecki, Chairman, *Polish Community Service Center*, 1095 Market Street; Roy C. Hall, Attorney, *Hall and Bachmann*, 111 Sutter Street; John E. Almond, CPA (California) and Chartered Accountant (England and Wales), *Electronic Data Processing Systems Analyst*, Orinda, Calif.; and Newman W. Page, Manager, Western States Department, *American Credit Indemnity Company of New York*, 155 Montgomery Street.

ALAN K. BROWNE, Vice President, Municipal Bond Department, Bank of America, and former Chamber President, recently received word that his underwriting syndicate has been awarded the \$100,000,000 State of California Construction Program bonds. The Bank of America submitted the lowest of three bids tendered for the bonds...

EMPLOYMENT in California reached an all-time high in September, according to the current *Business Review* of Wells Fargo Bank American Trust Company. The actual figure of 6,314,000 civilian workers topped the September, 1960, level by 109,000. Unemployment dropped to 361,000—a reduction of 55,000 from August...

KRON-TV will open its doors in welcome to a group of San Francisco teachers during the Chamber's Business-Education Day today. It is expected that there will be about 35 persons in the group which will take the day off from normal classroom activities to learn more about the workings of television and its relationship to the community...

A MOTORCADE welcoming San Francisco's newest athletic group—the San Francisco Saints of the newly formed American Basketball League—was held Friday morning (October 27) in cooperation with the Chamber and the Junior Chamber of Commerce...

AN UPDATED version of the documentary, "California Crisis: Water," with particular reference to San Francisco's present water needs, will be presented on Assignment Four Monday at 6:30 p.m. over KRON-TV. The station's management has endorsed Proposition A on the November ballot to provide \$115 million for expansion of the city's Hetch Hetchy water system, according to Harold P. See, General Manager of the station...

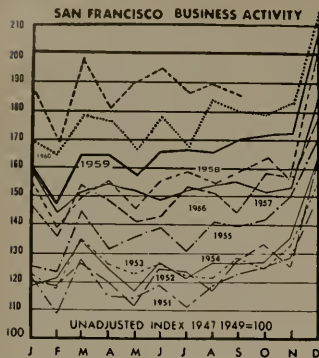
MARSHALL DILL, 1939 President of the Chamber, is the subject of a glowing article in the *Seattle Times*, written by staff reporter Stanton H. Patty. Dill is properly credited with putting the San Francisco World's Fair on its financial feet with the help of Dan E. London, 1960 Chamber President, Colbert Coldwell, 1923-24 and 1924-25 President, and John Cahill, one of San Francisco's most respected building contractors and a long-time Chamber member. Patty's article was intended to show Seattle that San Francisco, through its Chamber, had the "know-how" to make the venture a great success and that the Seattle World's Fair could well emulate Dill's methods in its 1962 World's Fair...

ROBERT DI GIORGIO, ex-Chamber Director, has been elected President of S. & W. Fine Foods, Inc., a San Francisco food packing and distributing firm. He succeeds Joseph Blumlein, who has resigned. Di Giorgio will continue in his present post as Executive Vice President of Di Giorgio Fruit Corporation, of which S. & W. is the largest wholly-owned subsidiary...

Mining Operations Association Formed

Philip R. Bradley, chairman of the state mining board, former director of the Chamber and a member of its mining committee, has been elected President of the newly formed California Mine Operations Association.

Arthur Moore of Gladding, McBean & Company, was elected Vice President. Richard S. Funk, Great Lakes Carbon Corporation, was named Secretary-Treasurer.



Business Activity

(Continued from page two)

state cars entering northern California in September rose 12.7 per cent and the number of passengers was up 20.1 per cent. Thus far this year, there were 185,000 more out-of-state cars entering northern California than there were for the first nine months of last year.

Shares valued at \$92 million were traded in September on the Pacific Coast Stock Exchange—a gain of 41.1 per cent over a year ago. Nearly seven shares have been traded so far in 1961 for every four exchanged last year.

Visitor and newcomer inquiries at the Chamber, about the same this September as last September, were off 13.4 per cent for the nine months of this year compared to the same period last year.

Calendar

November 6 ACTION COURSE IN PRACTICAL POLITICS

Donald Burns, District Leader, 10:30 a.m., Room 200.

November 7 INTERNATIONAL FILM FESTIVAL BUFFET

World Trade Club, 6:00 p.m.

November 10 CANCECCE—Fairmont Hotel, French Room,

12 Noon.

November 13 ACTION COURSE IN PRACTICAL POLITICS

Donald Burns, District Leader, 10:30 a.m., Room 200.

November 15 CONTACT CLUB MEETING—John Hancock

Building, 3rd Floor (Signature Room), 255 California Street,

10:35 a.m.

November 15 RETAIL MERCHANTS ASSOCIATION

BOARD MEETING—Fishermen Club, 8 a.m.

November 16 WORLD TRADE ASSOCIATION LUNCHEON

MEETING—World Trade Club, 12 Noon.

November 16 SAN FRANCISCO BAY AREA COUNCIL,

AFFILIATE OF BAY AREA AVIATION COMMITTEE—

Civic Luncheon—Stuart G. Tipton, President, Air Transport

Association of America as speaker—Cosponsors, San Francisco

Chamber of Commerce and other Civic Organizations, Sheraton-Palace, Concert Room, 12 Noon.

Fort Funston a Natural Recreation Area for People of San Francisco

"Fort Funston, by location and topography is a natural recreation area for the people of San Francisco," Mrs. Hans Klusmann, Planting Chairman of San Francisco Beautiful, newest affiliate of the Chamber, said today in advocating passage of Proposition B on the November municipal ballot.

"The area is in the center of an existing recreational complex embracing Harding Park and Olympic Club golf courses, Fleishacker Zoo, Storyland and Lake Merced and thus its development is sound and logical.

"Interest and bond repayment and operation would amount to roughly nine-tenths of a cent in the tax rate. And that would be reduced substantially when the bonds are repaid in 15 years.

"There also would be a one-time development cost equal to slightly more than 1½ cents in the tax rate.

"Because the way we live in San Francisco is at least equally important to the number of persons who live here, San Francisco Beautiful strongly urges passage of this very important bond issue."

"Conversion of Fort Funston to a real estate development would create a new burden on taxpayers," according to E. V. Donovan, Tax Manager of California and Hawaiian Sugar Refining Corporation and Chairman of the Chamber Tax Section.

"Because of this—and because of the bargain price at which Fort Funston is available for use as a public park—the Chamber advocates passage of Proposition B on the municipal November ballot," he said.

"At no point is Fort Funston closer than a mile to the nearest existing residential area. Thus, at the outset alone, it would cost millions to provide schools and other public facilities there. Not the least costly would be the extension of transit service and fire and police protection.

"San Francisco's other alternative—to purchase Fort Funston's 116 acres from the Federal Government for recreational and park purposes for \$1,100,000 or half its appraised value—makes sense to the Chamber and to its Tax Section which has studied the bond proposal at great length."

World Traders to Meet

Edwin M. Martin, Assistant Secretary of State for Economic Affairs, will discuss "Trade and Aid in the Sixties" at the world business luncheon meeting of the San Francisco Area World Trade Association (Chamber affiliate) Wednesday noon at the World Trade Club.

Civil Aeronautics Proposed Rules of Procedure Opposed

A Civil Aeronautics Board proposal that consolidation of two or more public bodies or civic organizations, representing the interests of a particular community in the presentation of evidence and briefs in route proceedings, be made mandatory has been opposed by the Chamber Board of Directors, according to G. L. Fox, Chamber Executive Vice President.

Opposition of the Chamber board followed the recommendation of the Chamber Transportation Committee, of which Gerald H. Trautman of McCutchen, Doyle, Brown & Eversen, is Chairman.

"The CAB served notice September 26 in Docket No. 13060 that it has under consideration amendments to its rules of practice relating to participation of public bodies and groups in route proceedings," Fox said.

"On October 10, the Chamber Transportation Committee held a meeting to consider the proposed CAB rule changes.

"The Transportation Committee concluded after much study and discussion that the mandatory requirement for consolidation of the cases of chambers of commerce and cities and counties in route matters would be detrimental to the public interest.

"Although in most cases full cooperation between the cities, counties and chambers of commerce is an accomplished fact, there are often different and diversified approaches which should be independently presented."

Proposition H

Proposition H on the November municipal ballot, providing for the appointment of hearing officers to take evidence and to hear disciplinary cases against civil service employees, is supported by the Board of Directors of the Chamber, according to G. L. Fox, Executive Vice President.

Action of the Chamber Directors followed the recommendation of the Chamber Legislative and National Affairs Section, of which Frederick H. Hawkins is Chairman.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

G. L. FOX, Executive Vice President

M. A. HIGAN, Secretary

JAMES D. WARDEN, Executive Editor

JOSEPH I. HAUGHEY, Editor

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Editorial

It is extremely rare when the San Francisco Chamber of Commerce reprints any editorial from any source. But this one, which we quote in part, is well worth it:

"A freeway is the highest order of development of a highway for the reason that it has more capacity than other roads; it moves traffic faster and eliminates the unsafe factor of cross streets and roadside encroachment by complete access control. Freeways are a direct savings to the motorist because they shorten distances and conserve time. . . . They are of direct benefit to business in its daily operations.

"There are many things that may be said in criticism of freeways, but let it be said that the freeways of California have kept traffic moving in our state. No other device has been advanced by anyone which would expedite in any more efficient way the traffic that freeways are handling today in this state.

"Today we have 8,681,100 motor vehicles on the highways and streets of California. By 1970 we will have 12,500,000, and by 1980, about 17,000,000.

"This is NOT the time to throw monkey wrenches into the program of freeway construction. . . . When controversies arise there are glaring headlines in the press and vocal minorities exert influences way beyond their numbers. . . . We must create an awareness of what our highway problem is and all enlightened citizens must combat the misinformation and the inertia."

—James Mussatti, General Manager

CALIFORNIA STATE CHAMBER OF COMMERCE



WILLIS M. HOLTUM (l.), First Vice President of the Chamber, and **Michael E. Conway** (r.), President of the Navy League of the United States, San Francisco Council, congratulate **Paul B. Fay, Jr.**, Under Secretary of the Navy, on his Navy Day luncheon speech, held recently at the Commercial Club under the cosponsorship of the Commercial Club and the Chamber.

Steve Allen's S.F. Show Seen on ABC

The Steve Allen Show, taped last week in San Francisco, will be seen nationally on ABC television on Wednesday, according to Charles E. Andrews, Executive Producer.

The finale of the show, produced from the stage of the Fox Theatre, will feature Chinatown's famous lion dancers and St. Mary's Chinese Girls Drum Corps.

Andrews has expressed his thanks to the Chamber of Commerce, the Chinese Chamber of Commerce, and San Francisco Police Department for their cooperation in production of the show.



THE KINGSTON TRIO
Stewart, Reynolds, Shane

The Kingston Trio Joins Chamber

Reflecting the growing interest of the world of the theatre, stage, nightclubs and restaurants in the Chamber and the Chamber's interest in the world of entertainment, the Kingston Trio has joined the membership roll.

Left to right are John Stewart, Nick Reynolds and Bob Shane who comprise the famous trio and who also are co-owners of *The Trident* Restaurant, Sausalito.

The Trident caters to boats and yachts which moor at the restaurant's dock. Every luncheon entree is prepared by a specific chef who is a master of his particular dish.

S.F. Facts —

The first regular ferry run between San Francisco and Oakland (then called El Rancho San Antonio) was made by Capt. Thomas Gray's propeller steamer *Kangaroo* in 1850.

Gale Elected President of World Trade Association

A. R. Gale, Vice President of Ampex Corporation, has been elected President of the San Francisco Area World Trade Association, affiliate of the Chamber.

Gale, active in international affairs for the past two decades, served in the United States Navy in the Pacific and the Atlantic during World War II and left active duty in 1949 as a lieutenant commander. He then was assigned to the Foreign Liquidation Commission of the United States Department of State. Later he joined the Economic Cooperation Administration (Marshall Plan) and was responsible for all overseas technical assistance activities.

Entering private business, he became First Vice President of the Professional Book Company and then Vice President and Director of

Business International, S. A.

Gale, who served as First Vice President and Director of the World Trade Association last year, succeeds E. R. Knauf as President for 1961-62.

Newly elected First Vice President of the Association is Lester Goodman who became President of Getz Bros. in 1958. He is a Director of the British-American Chamber of Commerce and Trade, Director of the Japan Society and Chairman of the San Francisco-Osaka Affiliated Cities Committee.

Other World Trade officials elected:

Daniel Polak, Vice President of Polak, Winters & Co. and a member of the West Coast Foreign Trade Group of the United States Department of Commerce, Second Vice President; J. T. Buckley, Assistant Passenger Sales Manager of American President Lines, Third Vice President; and William C. French, Assistant Manager, foreign department, Bank of California, Treasurer.

'THE SAINTS GO MARCHING IN'

Basketball as a Brisk Business

"Ten men, who if they were to stand on each other's shoulders would reach a height greater than that of Coit Tower, are writing a new chapter in San Francisco sports history," Al Guntbertz comments in the magazine *San Francisco*.



CHAMBER WELCOMES CAGERS
David Plant (l.), Sears, Woolpert

score three points; other new rules include an Olympic style freethrow lane tapering out from 12 feet to the shooting line to 18 feet at the basket, and a 30-second time limit to shoot.

Head coach of the team is Phil Woolpert, one of the top mentors in the country whose amazing USF teams won 60 straight games without a loss.

Kevin O'Shea, a Saint Ignatius High School star who went on to become an all-time All-American and one of pro basketball's immortals with the Minneapolis Lakers, is general manager of the team. Owner and President of the Saints is George R. McKeon.

Leading players include such great athletes as Kenny Sears, an All-American from Santa Clara and a six-year star with the New York Knickerbockers; Whitey Bell, All-American from Carolina State; Gene Brown and Mike Farmer who played with USF when the Dons were crowned NCAA champions two years in a row; and Jim Francis, an AAU All-American and ex-Dartmouth ace.

San Francisco.

The Saints, San Francisco's first major league basketball team, has opened an 80-game schedule in the newly formed American Basketball League which is bringing an entirely new and an exciting type of basketball to Bay Area fans. New rules provide a game far superior to the run-n-shoot type of play which characterizes the National Basketball Association.

Highlight of the new loop is the scoring rule whereby players, shooting from 25 feet out, can



Geo. McKeon Kevin O'Shea

Farm-City Week Luncheon Slated

Members of the Chamber Agricultural Committee will hold a Farm-City Week luncheon Tuesday noon, in the French Room of the Fairmont Hotel, according to Jack T. Pickett, chairman and editor of *California Farmer*.



LIVESTOCK AWARD AT GRAND NATIONAL—J. Kenneth Sexton (center), nationally prominent cattle and sheep rancher of the Stone Valley Ranch, Willows, is presented the Chamber award as the California Livestock Man of the Year at the 1961 Grand National at the Cow Palace by Livestock Queen Marie Scovel, and Willis M. Holtum, First Vice President of the Chamber.

"An exciting new approach to Farm-City communications has been developed for this meeting," Pickett said. "Call it 'Dateline: California Farms,' call it 'Operation Farm Newswire,'—however you headline it, you'll be sitting at the central sounding board of news and vital facts on every facet of agriculture in the state. We hope to have a veritable deluge of communications from every section of the state, dramatizing and delineating the vital importance of agriculture to the metropolitan city of San Francisco."

Radio Series Programs Set

Two regular Chamber radio series will present important subjects for San Francisco in the coming weeks:

"San Francisco in the Sixties," KNBC, Saturday at 8:05 p.m., November 18—"Should the San Francisco Farmers' Market Be Abolished?" R. E. Moyse, Wholesale Produce Assn., John Brucato, Farmers' Market Advisory board, November 25—"Is There Teamwork in Washington for San Francisco?" Congressmen William S. Mailliard and John F. Shelley, December 2—"Is the Federal Government San Francisco's Landlord or Star Boarder?" Congressmen William S. Mailliard and John F. Shelley.

San Francisco Progress Report, KFRC, Sunday at 10:30 a.m. November 19—"Economic Mission to Japan," Edwin M. Martin,

Ticket Agencies

SAN FRANCISCO

Saints' Office: Crane Box Office, 245 Powell Street; Hirsch & Price, 130 Post Street; Hayes Ticket Agency, Palace Hotel.

OAKLAND

Abe Rose Box Office
PALO ALTO
Town & Country Box Office

Revised City Building Code Is Voted Support By Board of Directors

Support of the revised building code, now before the San Francisco Board of Supervisors, by the Chamber Building Code Section has been endorsed by the Chamber Board of Directors, according to G. L. Fox, Executive Vice President.

Action of the Board followed a recommendation by its Building Code Section, of which Henry J. Degenkolb of John J. Gould and H. J. Degenkolb, Consulting Engineers, is Chairman.

"Prior to the adoption of the modern building code in 1956," Fox explained, "the Chamber Building Code Section worked for many years with the Superintendent of Building Inspectors, technical groups and all organizations affected by the code for reaching an agreement on all its provisions.

"Among the provisions of the building code was the agreement that it should be periodically reviewed and revised to keep it up to date.

"Changes in the code represent a reasonable recognition of new materials and methods which have become acceptable and desirable in recent years.

"As now revised, the code represents standards generally comparable in a favorable way to the Uniform Building Code which is accepted throughout the United States."

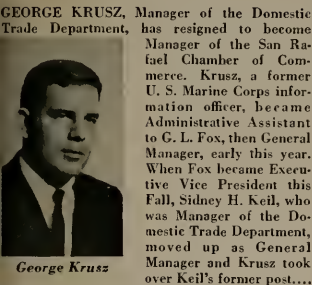


CHAMBER AGRICULTURAL committeeman A. B. Kennady, Jr. (3rd from left), Manager of Woodin and Little Company, was purchaser of the reserve grand champion steer at the Grand National Livestock sales at the Cow Palace. Others (left to right) are Walter Murphy and Randle P. Shields of the Chamber Livestock Sales Steering Committee, and exhibitor C. D. Johnson of Lubbock, Texas.

Assistant Secretary of States for Economic Affairs; Howard Stephenson, Assistant Manager, World Trade Dept. of the Chamber, November 26—"World Trade and the Common Market," Edwin M. Martin; James P. Wilson, Manager, World Trade Dept. of the Chamber.

Hitting the High Spots

with JIM WARNOCK



George Krusz

SAN FRANCISCO BEAUTIFUL, a Chamber affiliate, has gone on record to save the Alcazar Theatre from demolition. In a letter to Gardner Meier, President of the S. F. Planning Commission, Mrs. Hans Klusmann, General Chairman, wrote: "Its present use enhances the city as a cultural center rich in dramatic activity and history and provides economic benefits for the entire community, including many fine restaurants whose excellence and prosperity contribute greatly to San Francisco's international reputation."

"DIARY INTO THE Unknown," a book combining adventure with documented research into the extra-sensory world written by Chamber of Commerce member Gene Whitworth, is now on sale at the Paul Elder book stores. Whitworth and his wife, Ruth, visited the ancient pyramids and temples of Mexico, Chiapas and the Yucatan in order to gather their material. Whitworth is Chairman of the Incentives and Awards Committee of the Contact Club and has served for 20 years on Chamber and Junior Chamber committees....

ALAN DORAN'S showroom for custom furniture, male-to-order carpeting, oil paintings and rare objects of art at 1625 Pacific Avenue near Van Ness—an "interior showroom for residential and commercial interiors"—has been officially opened. Members of his staff include Olin Martin, Salk Mancasia, Vartan Hovsepian, Doris McGuire, Bill Opdyk and Zavalishin....

THE SAN FRANCISCO CHAMBER Music Society will present a series of ten concerts beginning Monday and continuing through July of next year (Monday evenings at 8:30 p.m.) in the Hall of Flowers, Golden Gate Park....



RIDING a Mercedes-Benz Executive Coach—complete with stove, sink, refrigerator, conference and sleep accommodations, are five of Barry Ashton's "Showgirls of 1962" rescue from Binbo's 365 Theatre-Restaurant. The car is one of more than a hundred automotive models of 1962 which will be on display at the Imported Car Show November 21-26 at Civic Auditorium. This particular bus comes equipped with everything except the show girls.

LUNCH OR DINNER speeches by John E. Almond, of Orinda, "the non-electronic brain," are available "without obligation" to any business group in the San Francisco or Monterey Bay Areas. Almond has been masterminding the creation of an ambitious data processing center in the Bay Area. He is a CPA, a Fellow of the Institute of Chartered Accountants of England and Wales, a Fellow of the Royal Statistical Society, a Fellow of the Royal Economic Society and a member of the Chamber....

SIX outstanding California 4-H Club members have been announced as winners of educational awards from funds provided by Santa Fe Railway and, in addition, Santa Fe has made available to the State 4-H organization two \$400 college scholarships. The annual contribution to the 4-H program was authorized by Santa Fe President Ernest S. Marsh to encourage careers in agriculture and homemaking....

THE LOS ANGELES Chamber of Commerce has joined the sponsors of the Western Spare Age Industries and Engineering Exposition, to be held in San Francisco April 25-29, it has been announced by O. R. Doerr, Chamber President....

JAMES H. HINES, Vice President of Career Development Services, has assumed directorship of the San Francisco office of CDS, it has been announced by William A. Dyer, Jr., President. CDS, which has pioneered a new concept in career programming for the individual, has offices at 155 Montgomery Street....

SAINT FRANCIS MEMORIAL HOSPITAL has marked its 50th year at Bush and Hyde Streets with the opening of a new X-ray department which includes the first cabot 60 teletherapy machine in a San Francisco voluntary community hospital....

MEMBERS of the Inter-City Section of the Chamber sailed to Redwood City aboard the Roman II, Captain Bob Marshall's yacht of the Great Golden Fleet, at the invitation of the Redwood City Chamber of Commerce to tour their new marina facilities and the Port of Redwood City. A tour of the harbor and marina was taken aboard the Harbor Tourist, a vessel which runs between Redwood City and Candlestick Park during the baseball season....

A GROUP of young businessmen and women from foreign countries will be placed for a year with firms in the Bay Area and young Bay Area businessmen and women, in turn, will work for various foreign firms under an exchange program sponsored by the Junior Chamber of Commerce, according to Ben Vernazza, Chairman of the JC's International Business Training Committee. Confined to exchanges between the Bay Area and Western Europe since its inception in 1955, the project will, for the first time, include participants from all parts of the free world....

"KNOW YOUR AMERICA" WEEK will be celebrated Sunday through next Saturday. Information and flyers may be obtained from Harry Winton, Secretary of the Know Your America Week Committee, 40 First Street, Room 205....

PERRY STEEL PRODUCTS and Equipment Company—in business for 58 years in San Francisco—has purchased a 200' x 250' lot at 25th Street between Indiana and Minnesota Streets and plans to construct two new buildings on the site at a cost of about one-half million dollars....

THE APPOINTMENT of J. J. Connoy as Vice President of Administration and Captain J. D. Knox as Vice President of Operations and Industrial Relations of Weyerhaeuser Steamship Company has been announced by Donald Watson, President and General Manager of the company....

WELTON BECKETT & ASSOCIATES has received an architectural award of excellence from the American Institute of Steel Construction for their design of the Bethlehem Building at 100 California Street....



MAYOR VICTOR H. SCHIRO (right) of New Orleans—who once attended San Francisco's Polytechnic High School—accepts the record "San Francisco, My Enchanted City," a gift of the San Francisco Chamber of Commerce, from Urban M. Rogers, Sales Representative of Delta Air Lines, Inc., which recently inaugurated service between San Francisco and New Orleans. The record, the cable car poster (below) and a book of San Francisco etchings by Alec Stern were sent by the Chamber in recognition of the cultural affinity between the two storied cities.

O. R. DOERR, President of the Chamber, reports that the Hawaiian Trade Tour which he headed the week of October 21-23, "enhanced the relationships between the San Francisco business community and the growing Island communities." The group met with the Board of Directors of the Honolulu Chamber of Commerce, Chamber Directors and civic leaders in Hilo, and Directors of the Chamber on the Island of Kani. Included in the group were Arnold Archibald of San Francisco Federal Savings & Loan Association; Fred Hawkins, attorney of Pillsbury, Madison and Sutro; Marshall Virello of C. & H. Sugar Refining Corp., and Robert Woodcock of Stanford Research Institute, and their wives....

(Turn to page four)



STEVE ALLEN and BETTY CHANG shared the running board of a Powell Street Cable Car during taping of Allen's San Francisco show, which will be nationally telecast Wednesday. Charles E. Andrews, Executive Producer, expressed his appreciation for the cooperation of the Chamber, the Chinese Chamber, and the S. F. Police Dept. in making arrangements. The St. Mary's Chinese Girls Drum Corps and Chinatown Lion Dancers were featured in the finale, taped from the stage of the Fox Theater. (Note the boy to the left.)

New Exporters' Directory Published By World Traders

A new directory of San Francisco Bay Area exporters, containing more than 1,000 listings of firms engaged in the export trade, has been published by the Chamber World Trade Department. A unique feature of the directory is the Spanish- and Japanese translations of its major headings.

"There are nearly 300 different headings in the index to products handled by the San Francisco area exporters," according to James P. Wilson, Manager of the Chamber World Trade Department. "The great variety of products handled by the ever-increasing number of exporters points out the tremendous importance and impact of international trade in the Bay Area's economy."

The directory is available through the Chamber World Trade Department, 333 Pine Street, and Room 274, World Trade Center branch office, EXbrook 2-4511, at \$1 per copy.

HIGHSPOTS —

(Continued from page three)

OTTO N. MILLER of San Francisco has been elected President of Standard Oil Company of California, the three billion dollar corporation and largest industrial concern in the West and 10th in assets among such companies. Miller succeeds T. S. Petersen, President since 1948 who retired October 31. . . .

THE INTERPLAYERS, who are celebrating their 15th year of play production and the successful presentation of many original plays, are now presenting *The Burning of The Lepers* on Friday and Saturday nights, 8:30 p.m., and on Sunday nights, 7:30 p.m., at the Bella Union Theatre, Kearny and Washington Streets. Tickets may be reserved by calling SUter 1-9909. . . . GRACE CATHEDRAL'S "iron curtain," a steel sheeting finished in the mid-30's, has been removed in order to complete the auditorium of San Francisco's world-famed cathedral. . . .

NORTHERN CALIFORNIA mayors will meet "critics of the cities" as part of the White House Regional Conference Monday and Tuesday at the Fairmont and Whitcomb Hotels. The conference in San Francisco is under the overall chairmanship of Gov. Edmund G. Brown. . . .

FORD PREVIEW RUN U.S.A. wound up in San Francisco this week after starting from New York October 30. Mr. and Mrs. John J. Campbell of San Francisco were named the Fairlane 500 family and were presented a plaque by the Mayor at Stonestown. Many thousands saw the new models in the unique, cross-country preview, first of its kind. . . .

"THE GOOD SHIP HOPE," story of the S.S. Hope's Asian medical tour, will be seen on KRON-TV on Tuesday, November 23, starring Ralph Bellamy. . . .

New Chamber Members



Robt. P. Hoffman A. J. Frediani N. E. Magnis Brown Zarley Paul F. McKown

New members recently added to the rapidly expanding Chamber roster include the above (left to right):

Robert P. Hoffman, President, *Public Relations Counselors* (advertising and public relations), 68 Post Street; Arthur J. Frediani, *Excavating, Grading and Paving*, 518 Athens Street; N. E. Magnis, Manager, *Radio Corporation of America*, Electronic Data Processing Center, 343 Sansome Street; Brown Zarley, Vice President and General Manager, *Griswold & Farley*, 255 California Street; and Paul F. McKown, Resident Vice President, *Pacific Department, The St. Paul Insurance Companies*, 200 Mills Building.

Chamber Members Ballot Via Mail For Election of Directors Nov. 28

Twelve business executives and 19 incumbent directors have been nominated for election as 1962 directors of the Chamber, according to C. L. Fox, Executive Vice President. The election will be held Tuesday, November 28, via mail balloting of the entire Chamber membership.

Those nominated for election as new directors are:

Ross Barrett, President, *Foster and Kleiser*; Ellis Brooks, President, *Ellis Brooks Chevrolet*; G. E. Coon, Vice President, *San Francisco, American Airlines, Inc.*; J. R. Dunt, President, *States Steamship Company*; M. H. Devote, Vice President and General Manager, *The Emporium Capwell Company*; R. M. Eshanks, Partner, *Stewart, Eshanks, Myerson & Company*; H. P. Gough, Regional Vice President, *General Electric Company*; Richard G. Ham, Attorney; I. W. Hellman, Chairman of the Board, *Wells Fargo Bank American Trust Company*; George F. Hansen, Vice-President-Secretary, *Matson Navigation Company*; Raymond D. Mattson, President, *Willam-Ellis Company*; and William C. Wunch, Attorney (now President of the San Francisco Junior Chamber of Commerce).

Incumbent directors, nominated for additional terms, are:

William J. Bird, Western Vice President, *John Hancock Mutual Life Insurance Company*; Philip Di Giorgio, Executive Vice President, *Di Giorgio Fruit Corporation*; Lester Goodman, President, *Getz Bros. & Company*; Robert M. Haynie, President, *Hann and Haynie Corporation*; Willis M. Holm, Regional Vice President, city mortgage department, *The Equitable Life Assurance Society of the United States*; William M. Jackle, General Manager, *Southern Pacific Company*; Harry A. Lee, Vice President, *J. Walter Thompson Company*;

Irving M. Levin, Divisional Director, *San Francisco Theatres, Inc.*; Leonard S. Mosier, Architect; James L. Murphy, Jr., Resident Partner, *Reynolds & Company*; R. W. Pickard, Director and Vice President, *Standard Oil Company of California*

Western Operations, Inc.; Edward C. Sequeira, General Manager, *Hotel Sir Francis Drake*; Leo E. Sievert, Vice President-Executive Representative, *The Atchison, Topeka & Santa Fe Railway System*; Edward Lee Soule, Jr., President and General Manager, *Soule Steel Company*; Eric Sutcliffe, Partner, *Orrick, Dinkquist, Herrington & Sutcliffe*; Donald Watson, President, *Weyerhaeuser Steamship Company*; King Wilkin, Chairman of the Board, *Zellerbach Paper Company*; Ralph J. Wron, President, *Stiecher-Traug Lithograph Corporation*; and Ross B. Yerby, Jr., Vice President-Marketing, *California Packing Corporation*.

Calendar

November 20—ACTION COURSE IN PRACTICAL POLITICS—Room 200, 10:30 a.m.

November 21—SPACE AGE STEERING COMMITTEE LUNCHEON—Commercial Club, 12 noon.

November 21—FARM CITY WEEK LUNCHEON—French Room, Fairmont Hotel, 12 noon.

November 22—LUNCHEON MEETING WORLD TRADE ASSOCIATION—World Trade Club, German-American Trade, 12 noon.

November 22—ACTION COURSE IN PRACTICAL POLITICS—Room 200, 10:30 a.m.

November 27—PRACTICAL POLITICS PROGRAM COMMITTEE MEETING—Small Conference Room, 1st floor, 11 a.m.

November 27—SPACE AGE COORDINATING COMMITTEE—Commercial Club, 12 noon.

November 28—INDUSTRIAL CLUB MEETING—Commercial Club, 12 noon.

November 28—ORIENTATION AND ASSIMILATION MEETING FOR MEMBERS—John Hancock Building, Third Floor (Signature Room), 255 California Street, 9:45 a.m. to 10:45 a.m.

November 29—CONTACT CLUB MEETING—John Hancock Building, 3rd Floor (Signature Room), 255 California Street, 10:15 a.m.

November 29—JOHN J. JUDGE LUNCHEON—World Trade Club, 12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President
G. L. FOX, Executive Vice President
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUCHEY, Editor

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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE

BUSINESS

VOLUME 18 • NUMBER 25 • DECEMBER 1, 1961

Publicity Chief Of Chamber To Take New Post

James D. Warnock, Publicity Manager of the Chamber, has been named Executive Secretary of the San Francisco Section of the Institute of Radio Engineers, according to Dr. Stanley F. Kiesel, Section Chairman and President of Microwave Electronics of Palo Alto.

Warnock, a Past President of the San Francisco Bay Area Publicity Club, will handle public relations and management for the IRE,

which has a membership of about 5,000 professional engineers from the Bay Area electronics industry. He will also serve as managing editor of the GRID, official publication of the section.

Warnock has been Publicity Manager of the Chamber since 1957 and has served as Executive

Editor of its award-winning publication BAY REGION BUSINESS. He has also coordinated such regional and national San Francisco promotions for the Chamber as World Trade Week, the Fisherman's Fiesta, the Pacific Festival, the HOLIDAY issue on San Francisco, the recent Steve Allen show devoted entirely to the city and dozens of national magazine articles and broadcasts.

"Through the resignation of Warnock, the Chamber sustains a serious loss from its staff," G. L. Fox, executive vice president of the Chamber, stated. "But we wish him all possible success in his important new post."

Warnock will headquarter at the IRE office at Stanford. His appointment is effective today.

Joseph L. Hagey has taken over Warnock's post as acting Manager of the Publicity department.

Congressmen to Be Heard over KNBC

"Is the Federal Government San Francisco's landlord or star boarder?"

Congressmen William S. Mailliard and John F. Shelley will discuss this question on the "San Francisco in the Sixties" series over KNBC tomorrow, 8:05-8:30 p.m., under the sponsorship of the Chamber.

G. L. Fox, Executive Vice President of the Chamber, will be moderator.

'The Icemen Cometh' - HOCKEY IN S.F.

Northern Californians are finally getting the opportunity to see one of the world's fastest sports—a game of competitive excitement with players moving at speeds up to 50 miles an hour—through its newly founded San Francisco Seals ice hockey team.

Hockey, a sport featuring explosive bodily contact from minute to minute, was first played in Kingston, Ontario, in 1878. The game spread from Canada to the United States around 1900. Its sweep to the West Coast was inevitable and the enlargement of the Western Hockey League this year by placing teams in San Francisco and Los Angeles a climactic phase. The California teams, Portland and Spokane form the southern division, and Seattle, Vancouver, Edmonton and Calgary the northern division.

All of the Seals' home games will be played on the Cow Palace's 85 by 185-foot ice rink. Equipment generating 250 H.P., with a capacity of 175 tons, plus brine circulating pumps, with a capacity of more than 4,000 gallons a minute, supply the ice sheet within eight to 12 hours before game time. The ice, three-fourths of an inch thick, can be removed within four hours. The ice plant was installed at a cost of more than \$250,000.

General Manager of the Seals is Joseph J. Allen, a native San Franciscan with a distinguished career in municipal government who was Mayor George Christopher's Executive Secretary from 1956 until he assumed his new post.



AL NICHOLSON
...Seals' left wing

New Consular Offices for S.F.

Turkey and Israel are establishing consular offices in San Francisco, according to James P. Wilson, Manager of the Chamber World Trade Department.

Myron B. Goldsmith, 166 Merced Avenue, is the newly appointed honorary Consul General of Turkey and the State of Israel's new consulate will be headed by Consul Zadik Shai.

Notice of intention to establish the Israeli consulate was given to the Chamber by His Excellency, Avraham Harman, the Ambassador of Israel, in a letter to the San Francisco Area World Trade Association, an affiliate of the Chamber.

With the addition of Israel and Turkey to the San Francisco consular corps, a total of 53 nations are officially represented here, giving the city the second largest consular corps in the United States, according to Wilson.

"Realizing that 103 nations are represented in the United States, the Chamber—in cooperation with the Office of the Mayor—has launched a campaign to impress upon the

nations not presently represented in San Francisco the importance of representation in this section of the United States," Wilson said.

Irving St. Merchants Plant 42 Privet Trees

Forty-two Japanese privet trees were planted this week on Irving Street between 19th and 26th Avenues by the Irving Street Merchants Association as part of the San Francisco Chamber of Commerce-San Francisco Beautiful street tree planting campaign.

The Irving Street Merchants Association, with a committee led by Mark Pasquale, Mike Salarno and Mrs. Gladys Korkmazian, sponsored the district project which was financed by Irving Street businessmen and will result in 75 new street trees when completed.

An estimated 20,000 street trees have been planted by property owners in San Francisco since the program began in 1959. The Chamber and San Francisco Beautiful work in close cooperation with the street tree division, Department of Public Works.

S.F. Business Activity Shows Big October Gain

October business activity in San Francisco rose 10.6 per cent above the same month last year and 12.1 per cent above September of this year, according to the Chamber Research Department.

The Chamber index of 208.9 for October—based on a 1947-49 average of 100—showed the largest increase in several years from one month to another in the succeeding year.

Biggest gain among the four components comprising the Chamber index was bank debits to demand deposits—up 25.1 per cent over a year ago in October to a new high, the first month debits ever have topped the \$6 million mark in San Francisco.

Electric energy sales were up 3.8 per cent over October, 1960, capping a four-month rise.

Construction Rises

Department store sales in San Francisco, although at a high point for the year, were 0.6 per cent less in October than the same month last year. Oakland sales also were off 0.6 per cent. San Jose registered a gain of 4.8 per cent.

October construction permits issued in San Francisco totaled 1,281, a rise of 29.1 per cent above the same month last year and a high for the year. They were valued at \$13.1 million, 46.8 per cent above October, 1960.

Value of permits issued during the 10-month period is \$92 million—1.1 per cent ahead of the record year of 1960 for the same period.

Included in the \$13.1 million of October permits were two multi-million-dollar projects—the Royal Towers cooperative apartments on Taylor near Green street, \$4,010,792, and the Bay View Federal Savings and Loan Association home office building, at 22nd and Mission streets, one of the first major office buildings in San Francisco to be constructed outside of the central business district. An additional permit was issued at \$150,000 for the Wells Fargo Bank American Trust Company's new \$11 million headquarters building at 464 California street, now nearing completion. A new addition was authorized at \$613,000 for the Jose Ortega elementary school on Sargent between Arch and Russell streets in the Ocean View district.

189 Units A Day

In the San Francisco Bay Area's nine counties—Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, Solano, San Mateo and Sonoma—more than \$83 million in construction valuation was authorized, including \$53 million of new homes and apartments approved—gains of 27.0 per cent and 23.3 per cent, respectively, over the month of October a year ago.

New housing in the Bay Area is being authorized at the rate of 189 units a day for each business day thus far this year.

Employment in the San Francisco-Oakland Metropolitan Area—Alameda, Contra Costa, Marin, San Mateo, Solano and San Francisco counties—totaled 1,175,800 in October, an increase of 2.0 per cent over October, 1960. A 7.4 per cent increase in total employment was recorded in the San Jose area where 263,600 persons were employed in October.

For the first time since 1958 employment

increased and unemployment decreased between the months of September and October. Employment reached an all-time high in both the S.F.-Oakland Metropolitan Area and the San Jose Area (Santa Clara county). Unemployment dropped for the fourth straight month in the San Francisco-Oakland area.

Deeds of transfers recorded in San Francisco were up 14.3 per cent from October 1960 to October 1961 and mortgage loans made on San Francisco real estate numbered 22.7 per cent more than a year ago for the month.

(Turn to page four)

Business Activity Through October, 1961

I. SAN FRANCISCO ACTIVITIES

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS

	Number	% from 1960	10 MOS. 1960	% from 1960
Total permits issued	73	10.6	701	-10.9
Residential permits	281	29.1	11,494	-1.7
Non-residential	4,305,872	27.0	36,787,730	-1.7
Value	4,110,300	126.2	26,240,149	-5.7
Value	2,686,032	25.5	29,378,374	12.4
Value	13,112,224	46.8	92,402,813	1.1
Dwelling units authorized	276	31.5	2,296	-2.0
Single-family units, new	12	11.9	45	-16.0
Two-family units, new	100	10.0	100	0.0
Multi-family units, new	217	38.5	1,745	-21.9

REAL ESTATE

Deeds recorded	Number	1,523	14.3	14,383	3.3
Mortgages and deeds of trust	Number	1,841	22.7	17,057	14.4
Amount	\$	35,229,941	83.0	329,161,045	51.3

FINANCE

Bank debits	\$	6,242,108	25.1	54,860,014	11.6
Postal receipts	\$	3,331,539	4.4	31,414,159	2.1
Pacific Coast Stock Exchange	shares traded	4,954,683	33.7	62,150,866	70.6
Market value	\$	1,889,023	53.0	1,689,174,590	45.7
San Francisco Mining Exchange	shares traded	2,739,538	394.7	14,644,312	64.6
San Francisco Mining Exchange	Value	332,018	462.7	2,177,888	118.2
Retail Department Store sales	Index*	134.0	0.6	120.5	0.3
Commercial failures	Number	6	20.0	102	0.0

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	12,469(a)	3.4	105,317(b)	-4.2
Passengers off and on	Number	440,623(a)	3.2	3,537,754(b)	25.7
Total cargo by air	Pounds	5,027,441(a)	25.1	42,150,092(b)	0.0
Air express loaded, unloaded	Pounds	104,354(a)	-1.0	7,334,432(b)	0.0
Air freight loaded, unloaded	Pounds	11,105,385(a)	13.2	86,426,009(b)	11.5
Express shipments, air	Number	16,260	4.3	153,075	-0.5
Express shipments, rail	Number	56,144	-4.7	520,016	-4.5
Freight car movements	Number	10,653	-7.2	106,157	-7.4
Truck movements—San Francisco bridges	Index*	191.7	6.0	180.7	2.9

PORT OF SAN FRANCISCO

Total	Revenue tons	448,457	-4.5	4,394,390	-7.5
Coastwise	Revenue tons	16,739	53.9	111,984	23.0
Intercoastal	Revenue tons	19,525	-2.3	176,232	-7.6
Foreign	Revenue tons	22,235	-4.0	205,915	-28.3
Foreign	Revenue tons	253,598	-7.9	2,532,419	-6.2

UTILITIES

Electric energy sales	Index	177.2	3.8	174.5	5.1
Gas sales (industrial and commercial)	m.c.f.	1,132.32	-2.1	13,721.55	0.4
Water sales (industrial and commercial)	m.c.f.	178.99	3.1	1,728.35	1.2
Water sales (residential)	m.c.f.	137.98	3.6	1,261.00	-0.5

VISITOR AND NEWCOMER INQUIRIES

San Francisco Consumer Prices (all items)	Index*	134.9	1.4	134.2	1.4
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II. BAY AREA ACTIVITIES

CONSTRUCTION PERMITS (9 counties)

Total permits authorized	\$ millions	83.30	27.0	813.06	12.7
Residential only	\$ millions	53.29	25.3	462.73	6.3
Dwelling units	Number	4,399	11.7	41,080	3.9

EMPLOYMENT (6 counties)

Total	Number	1,175,800(p)	2.0	1,164,550	2.8
Agriculture	Number	22,000(p)	7.3	18,780	2.0
Construction, contract	Number	73,800	0.9	70,480	-2.1
Manufacturing	Number	208,600	0.8	203,380	-2.1
Trans., comm., utilities	Number	106,600(p)	-1.1	106,800	-0.9
Wholesale trade	Number	180,000	1.0	181,410	0.9
Retail trade	Number	180,000(p)	1.4	176,620	1.0
Finance, insurance, real estate	Number	78,800(p)	3.0	77,310	4.2
Government: Federal, State, Local	Number	209,000	3.1	206,120	1.4
Government: Federal, State, Local	Number	210,900	4.6	206,400	4.2

UNEMPLOYMENT

% of work force	Number	57,300	4.7	72,770	25.1
% of work force	Number	4.6	2.2	5.9	25.5

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index*	84.7	-0.6	76.7	4.6
San Jose	Index*	375.0	4.8	317.1	5.6

WAGES (average weekly earnings)

Manufacturing (6-county area)	Dollars	111.65(a)	0	112.68(b)	3.2
Construction (6-county area)	Dollars	12.1	12.1	14.01(b)	7.8
Retail trade (6-county area)	Dollars	86.27(a)	8.1	84.41(b)	5.1
Manufacturing (Santa Clara County)	Dollars	114.86(a)	4.7	110.08(b)	0.7

TRANSPORTATION

Freight car movements in eleven Bay Area Cities	Number	49,796	6.2	465,288	-3.1
Traffic into northern California	Number	100,503	24.6	1,026,513	10.2
Out of state passenger cars	Number	241,435	26.1	2,656,317	9.7
Cargo Vessels (San Francisco Bay)					
Arrivals	Number	521	-8.1	5,163	-2.8
Registered	Number	2,299,018	3.3	21,299,018	-2.6
Departures	Number	409	-12.8	4,105	-2.6
Registered tons	Number	2,152,447	-11.5	21,006,973	-5.2

BRIDGE TRAFFIC

San Francisco-Oakland Bay Bridge	Crossings	3,341,468	1.7	33,708,131	3.9
Golden Gate Bridge	Crossings	1,739,649	9.3	17,933,296	7.1

WORLD TRADE (San Francisco Customs District)

Imports	\$ value	41,714,794(c)	-4.7	421,879,165(d)	-8.8
Exports	\$ value	59,672,459(c)	5.8	589,174,076(d)	-3.6
Carlots	carlots	3,878(a)	-2.3	32,702(b)	-0.3

*Index based on 1947-49 average = 100: (a) September; (b) 9 months; (c) August; (d) 8 months; (p) preliminary.

Hitting the High Spots

with JIM WARNOCK

APPOINTMENT of Howard J. Grady as President and Manager of the International Division of California Chemical Company has been announced by Fred Powell, company President. Succeeding Grady as head of the company's Ortho Division is Ernest F. Goodner, former President of American Gilsonite Company. . . .

A RECRUITING TEAM from the National Aeronautics and Space Administration will be at the Sheraton-Palace Hotel Tuesday, Wednesday and Thursday as part of a nationwide drive to recruit scientists and engineers "to hasten achievement of space technology goals of the United States," Congressman John F. Shelley has announced. . . .

THE McMURRY COMPANY recently held a three-day conference on "The Building of a Dynamic Sales Organization" at Hotel Mark Hopkins under the direction of Dr. Robert N. McMurry, President of the company and internationally known industrial psychologist and management consultant. Leading marketing and sales executives from all over the country attended. . . .

SUPERVISOR PETER Tamaras, representing Mayor George Christopher, dedicated the Geary Expressway sector, Franklin to Divisadero, Wednesday. Also present were Harold V. Starr, representing the Chamber; Al Nelder, representing Police Chief Thomas Cahill; Reuben Owens, Director of the Department of Public Works; and Matthew J. Boxer of the Fillmore Merchants Association. . . .

A NEW MONTHLY, nonfiction Bay Area magazine, the *New Argonaut*, is to be published soon. The magazine takes from the defunct *Argonaut* only its name and reverence for the original "war spirit" in its search for the "good life." . . .

LEO P. BLANK, Vice President in Charge of Sales, Western Division, Stecher-Traug Lithograph Corporation, has been elected President of the Label Manufacturers Division of the Lithographers and Printers National Association. . . .

THOMAS H. FRASER, President of Fraser Productions, will discuss "The Latest Look in Films" at the San Francisco Advertising Club luncheon Wednesday noon at the Sheraton-Palace Hotel. . . .

CRESAP, McCORMICK AND PAGET, management consultants with local offices at 235 Montgomery Street, have acquired the business and staff of Benjamin Borchardt and Associates, Inc., of Los Angeles. . . .



TRANSFORMATION of one of Union Square's most important corners is shown in the architect's drawing of the new Alfred Dunhill store. Post and Stockton streets, which recently opened. The half-million-dollar installation of the famed tobacco, gift and clothing purveyors includes a cedar-lined Humidor room for the handling of hundreds of varieties of cigar and pipe tobacco blends.

WESTERN INDUSTRIAL markets—from air conditioning, aircraft and automotive to machinery, materials handling, metal working, mining and missiles and on down the list of industries—will get a big 1962 boost by the upcoming Western Space Age Industries & Engineering Exposition slated for April 25-29 at the Cow Palace in San Francisco. "Unique to the West and the nation, the exposition is a gigantic, multi-industries show along the lines of Europe's extravaganza trade fairs, such as those at Brussels, Hannover and Milano," explains Exposition Manager William J. Wilkin who spent months studying this type trade fair and its impact upon the economy throughout Europe. . . .

"IS THERE TEAM WORK in Washington for San Francisco?" was discussed by Congressmen William S. Mailliard and John F. Shelley on the "San Francisco in the Sixties" series over KNBC last Saturday under the sponsorship of the Chamber. . . .

C. D. LAFFERTY, industrial consultant and Chairman of the Chamber Industrial Development Committee, discussed his experiences in the field at the Industrial Development Club luncheon last Tuesday at the Commercial Club. . . .

CARL H. HAHN, Executive Vice President and General Manager of Volkswagen of America, discussed "German American Trade" at a world business luncheon meeting of the San Francisco Area World Trade Association Wednesday at the World Trade Club. . . .

THE MARINE EXCHANGE of the San Francisco Bay Region has urged passage of a state law requiring examination and licensing of pleasure boat operators, according to Robert H. Langner, Manager of the 112-year-old maritime service agency. . . .

DONALD W. BRUNDAGE, industrial designer, has been elected West Coast Vice President of the Industrial Designers Institute, which recently held the annual meeting of its board of trustees in Boston. . . .

"IT IS NOT TOO LATE to Learn to Read" will be discussed by Elmo Cornelison, Director of the White House reading improvement program, when the American Society of Corporate Secretaries convenes Wednesday (December 6) at the Sheraton-Palace Hotel. Part of the discussion will center on techniques to improve the reading skills of business executives. . . .

JOHN J. JUDGE, recently retired manager of the Department of Commerce field office in San Francisco, was honored at a world business luncheon meeting on Wednesday, November 29, at the World Trade Club. Co-sponsors were the Chamber, the San Francisco Area World Trade Association, and the Export Managers Association. Judge, an outstanding leader in San Francisco Bay Area world trade circles, has completed 40 years of governmental service, the last 25 as manager of the Department of Commerce field office in San Francisco. . . .

ROBERT SNIDER, a member of the Chamber Contact Club, has been appointed Sales Manager for the new \$5,250,000 Thunderbird Hotel now being constructed near the San Francisco Airport, it has been announced by Marc Siegal, Executive Vice President of the Thunderbird International Hotel Corp. The San Francisco Thunderbird, scheduled to be completed next May or June, will feature extensive banquet and convention facilities. It will include a ball-room seating 1500 which will be available for conventions, a banquet room accommodating 500 and several smaller rooms plus 300 executive suites. . . .

DON MOZLEY, News Director of KCBS, has been elected Western Regional Vice President of the National Radio and Television News Directors Association which will hold its national convention in San Francisco later this year. . . .



ANGEL ISLAND Publications, Inc., of Sausalito is using San Francisco scenes to promote its new book, "I Am a Lover." Left to right are William H. Ryan, Evan S. Connell, Jr., and Jerry Stoll (the latter two are authors of the book).

A SLIGHT INCREASE in Golden Gate ship activity and a total cargo volume for the year almost equal to 1960 despite the summer and fall strikes—has been reported by the Marine Exchange of the Bay Region. October ship activity reached 830 Gate movements, an average of almost 27 daily, and the vessels calling had an average net tonnage of 5,461 compared with 1960's monthly average of 5,159. Total cargo movements through the bay and river ports and terminals were less than two per cent from last year. Regional facilities handled 12,136,657 tons inbound through August, compared with 12,399,480 last year, and 12,103,842 outbound, only slightly more than one per cent off the 1960 volume. . . .

FREE HELICOPTER SERVICE between Oakland and San Francisco airports for National Airlines passengers will go into effect tomorrow, according to Ken Fraser, National Airlines' District Sales Manager. The new free service is part of a joint tariff of National Airlines and San Francisco-Oakland Helicopter Airlines, Inc. . . .

MORE THAN thirty thousand items will be sought by government procurement agencies at the Western Space Age Industries and Engineering Exposition at the Cow Palace next April, according to the Office of Navy Materiel, which is coordinating activities of all government agencies participating. . . .

GOLDEN GATE National Bank has completed financial arrangements for construction of the first home to be built on Red Rock Hill to launch the redevelopment of Diamond Heights. The home, on Turquoise Way, is being built for Dr. Allen M. Unger under the direction of Architect Max R. Garcia. . . .

C-E-I-R, INC.—formerly the Corporation for Economic and Industrial Research—has opened a new computing and business service center at 345 Howard Street, the headquarters of the California Packing Corporation, according to Dr. Herbert W. Robinson, President of the firm. C-E-I-R has leased some 10,000 square feet of office space and has arranged for regular use of Calpak's IBM 7070/1401 business data processing installation in the same building. . . .

THE WESTERN GARDEN TRADE EXPOSITION will be held January 24-27 inclusive at Brooks Hall, Civic Center, according to Robert L. Jordan, General Manager. Jordan recently returned from Latin America as a representative of the 1962 Century 21 Exposition, Seattle. His show management background covers more than 15 years on the West Coast, Chicago and New York. . . .

San Franciscana The Gallant Gjoa

One of the unique monuments of the world is dry-docked at Ocean Beach in San Francisco—the first ship ever to negotiate the ice-bound Northwest Passage.

The ship, the schooner-rigged, 47-ton Gjoa—70 feet in length with a beam of 20 feet—was the first ship to pass from the Atlantic Ocean to the Pacific Ocean north of the Straits of Magellan.

The sloop was built at Hardanger Fjord, Norway, in 1872. After serving 20 years as a herring boat and sealer, she was purchased by Arctic Explorer Roald Amundsen. Her hull was sheathed in hardwood, iron strips bolted to her bow, and a 13-horsepower petroleum engine added.



On June 16, 1903, she set sail from Christiania (now Oslo), Norway, for the Arctic and the Northwest Passage—the existence of which had intrigued the adventurous for centuries—with six companions, Eskimo dogs, scientific instruments and enough stores for five years.

Disaster soon struck; a fire broke out in the engine room; a mysterious malady killed many of the dogs; the sloop was grounded on a reef in the Northwest Passage and—only after precious deck cargo had been tossed overboard—was she refloated.

For three years Amundsen remained in the Arctic facing temperatures often below 60 degrees.

In addition to discovering the Passage, Amundsen succeeded in fixing the location of the magnetic pole.

October 19, 1906, the Gjoa proudly sailed through the Golden Gate after passing through the Bering Sea into the Pacific Ocean. She dropped anchor in Bonita Cove (San Francisco Bay) and proceeded to Mare Island Navy Yard where battleships dipped their colors in tribute to the gallant little vessel. On June 16, 1909, the Gjoa was presented to the City of San Francisco by Captain Amundsen.

Reprints available at the Chamber Research Dept., 333 Pine St.

Business Activity

(Continued from page two)

Loan values were up 83.0 per cent over October 1960 and up 51.3 per cent for the first 10 months of this year compared to the cumulative period last year.

Shares traded on the Pacific Coast Stock Exchange approached the \$5 million mark in October, up 33.7 per cent over the same month last year. Value of shares topped October of last year by 53.0 per cent, pushing this year's total over the \$1 billion mark—surpassing the entire record year of 1959.

San Francisco Mining Exchange, experiencing its second best month of 1961 in values of shares traded in October, appears to be

headed for its best year since 1957. More than twice as many shares have been traded so far this year as last year (its slowest year in recent history).

Airport Traffic Gains

San Francisco Airport traffic showed a 3.4 per cent gain in September (latest month reported) over the same month last year. In nine months this year about the same number of passengers have traveled on 4.2 per cent fewer flights in and out of San Francisco.

Mail carried by planes jumped 25.7 per cent for the nine months over the similar period last year and both air express and air freight showed gains of 11 per cent.

Ruth Gupta Heads '62 Officers of Merchants' Council

Ruth Church Gupta of the Marina Merchants Association and a partner in the Gupta & Gupta law firm, has been elected 1962 President of the San Francisco Council of District Merchants Associations, according to Harold V. Starr, Executive Secretary of the Council and Manager of the Chamber Civic Development Department.



Ruth Gupta

Other officers elected:

Paul V. Gill of West Portal Avenue Association, First Vice President; Mike Salarno of Irving Street Merchants, Second Vice President; Adolph Gasser, Greater Geary Merchants, Third Vice President; Sue Housepian, Noriega Street Merchants, Secretary; M. J. Mendes, Jr., Clement Merchants, Treasurer; Harold V. Starr, Retail Merchants Association, Executive Secretary; and Alex Holcombe, Haight-Ashbury Merchants, Sergeant-at-Arms.

\$166 Million Slated for Industrial Expansion

More than \$166 million was committed for industrial expansion in northern California during the first eight months of this year, according to the Chamber Industrial Department.

Of the \$166,066,200 committed, \$140,100,100 went for 517 plant expansions and \$25,966,100 for 221 new factories.

Calendar

December 4 ACTION COURSE IN PRACTICAL POLITICS

Dan Burns, Discussion Leader, Room 200, 10:30 a.m.

December 5—1961-62 BOARD OF DIRECTORS MEETING

Garden Court, Fairmont Hotel, 8 a.m.

December 5—SPACE AGE STEERING COMMITTEE MEETING

Mr. Holland, Los Angeles.

December 6 WORLD TRADE ASSOCIATION BUSINESS LUNCHEON

Speakers: Jefferson A. Beaver, Trans-Bay Federal Savings and Loan Assn., World Trade Club, 12 noon.

December 8 NORTHERN CALIFORNIA INDUSTRIAL MANAGERS MEETING

San Francisco Chamber of Commerce.

December 8 WORLD TRADE ASSOCIATION BUSINESS LUNCHEON

Soviet Minister-Counselor, World Trade Club, 12 noon.

December 11 ACTION COURSE IN PRACTICAL POLITICS

Dan Burns, Discussion Leader, Room 200, 10:30 a.m., Last Session.

December 15 WORLD TRADE ASSOCIATION ANNUAL CHRISTMAS PARTY-LUNCHEON

Mark Hopkins Hotel, 12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

O. R. DOERR, President

C. L. FOX, Executive Vice President

M. A. HOGAN, Secretary

JOSEPH I. HAUGHEY, Editor

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CHAMBER OFFICIALS GATHER FOR ELECTION BREAKFAST AT FAIRMONT

Eric Sutcliffe

Willis M. Holtum

Marie Hogan

G. L. Fox

Philip Di Giorgio

George F. Hansen

William Wunsch

Willis M. Holtum Elected 1962 President of the S. F. Chamber

Willis M. Holtum, Regional Vice President, City Mortgage Department, Equitable Life Assurance Society of the United States, was elected 1962 President of the Chamber at a recent meeting of the 1961 and 1962 Boards of Directors at the Fairmont Hotel. He was the Chamber's First Vice President in 1961.

Holtum succeeds O. R. Doerr, Vice President of the Pacific Gas and Electric Co.

For 1962, Philip Di Giorgio, Executive Vice President, Di Giorgio Fruit Corporation, has been elected First Vice President of the Chamber. He served as Third Vice President in 1961.

Other officers elected:

Harry A. Lee, Vice President, J. Walter Thompson, Second Vice President; George F. Hansen, Vice President-Secretary, Matson Navigation Company, Third Vice President; G. L. Fox, Executive Vice President of the Chamber, was re-elected Fourth Vice President; Eric Sutcliffe, Orrick, Dahlquist, Herrington and Sutcliffe, Treasurer; William Wunsch, Attorney-at-Law, Assistant Treasurer; and Marie A. Hogan, re-elected Secretary.

Holtum, who is a native of San Jose and attended San Jose schools and the University of California, has had a long career in Bay Area finance and real estate development. He has served with the California Pacific Title Insurance Company, the Aetna Life Insurance Company, Goldwell, Banker & Company, and the Federal Home Loan Bank Board. He became associated with Equitable 17 years ago and is a Past President of the Mortgage Bankers Association, Northern California Chapter; and past president, American Institute of Real Estate Appraisers, Northern California Chapter.

Holtum To Be Heard Tomorrow on KNBC

Willis M. Holtum, President-elect of the San Francisco Chamber, will be the guest of Executive Vice President G. L. Fox on the Chamber's regular Saturday night KNBC radio program tomorrow at 8:05 p.m. He will discuss "Prospects for the Chamber in 1962."

On December 23, Fox will interview two representatives of the San Francisco Negro community, attorney Francis B. Heffron and realtor Clarence R. Stern. They will speak on "The Negro in San Francisco," emphasizing affirmative aspects of the Negro's position in the community.

President's Message

By WILLIS M. HOLTUM

Being chosen as the 1962 President of the San Francisco Chamber bestows a signal honor; it also rests substantial responsibilities at a most important time in the history of our city.

San Francisco's current building boom is a reflection of widespread faith in San Francisco and its destiny as the headquarters city of the Pacific Coast and the financial and management center of the San Francisco Bay Area.

While the indices of prospective growth and business conditions are extremely favorable, the fact remains that the community is confronted by major problems in many fields in which the Chamber has responsibilities.

Marked progress has been made during the past year in a comprehensive redevelopment program. Proposals with reference to Bay Area Rapid Transit have been crystallized. Additional building space justifies intensive efforts to attract the headquarters of more firms to San Francisco. Indications of continued population growth present a most serious challenge for the reason that

(Continued on page two)



San Franciscana Christmas Special

For the first time since it introduced the ballet 17 years ago, the San Francisco Ballet will present "The Nutcracker Ballet" on Christmas Day. Performances of "Nutcracker" are programmed for Dec. 23 through 28, to be preceded by performances of "Beauty and the Beast" on Dec. 16 and 17.

Since its introduction, "The Nutcracker" has become a traditional part of the Bay Area Christmas celebration. Countless thousands of children and their parents have enjoyed the drama of the ballet's presentation of the familiar Tchaikovsky score.

"Beauty and the Beast" has only been programmed for three years by the famous company, but it, too, has become a familiar and beloved work to all who have enjoyed it in the Christmas season. Its music is based on the original Tchaikovsky score, although with the help of Tchaikovsky historians some lesser known works of the master have been included in the score for the drama choreographed by Lew Christensen.

More than a hundred dancers form the cast of "Nutcracker." The delightful children's roles are danced by students of the San Francisco Ballet School.

"Beauty and the Beast," in two acts, is based on an old French fairy tale. Jocelyn Vollmar dances the role of Beauty, Roderick Drew, the Beast, within sets designed by Tony Duquette.

All performances of both ballets are programmed for 2:30 p.m., with the exception of the December 24 presentation of "Nutcracker," scheduled to begin at 11 a.m.

Tickets are on sale at the Sherman Clay Box office.

Reprints available at the Chamber Research Dept., 333 Pine St.



JOCELYN VOLLMAR
... a ballet beauty

Staff Changes Made in Publicity Department



Charles Morgan

Joe Haughey

A shift in the personnel of the Chamber's publicity department has been announced, with advancement of Joseph I. Haughey to the post of acting manager, and Charles Morgan retained as assistant manager.

Haughey is a veteran San Francisco newspaperman. Morgan is a radio-TV commentator who conducts cooking columns for newspapers and magazines.

President's Message

(Continued from page one)

the rate of providing new jobs in the area must equal or exceed the numbers who desire to make their homes here. Each of these subjects merits outstanding leadership by the business community and I am confident of the business community's continued support of the Chamber.

However, as the problems of the community grow and demands on the Chamber increase, I hope that it will merit additional support by its present members, as well as memberships by the many business and professional organizations which are not now active in the Chamber program.

So far as my responsibilities are concerned, I shall do everything possible to meet the challenges before us and invite the cooperation of the community at large in solving our problems in such a way that San Francisco's reputation as one of the world's outstanding cities shall be maintained.

Chamber to Cooperate In Setting up Booth For Garden Exposition

Preparations are under way for the Western Garden and Trade Exposition, scheduled to be held in Brooks Hall, January 24 through 27, 1962.

The San Francisco Chamber is cooperating with the Department of Public Works in mounting a 40 by 10-foot booth which will illustrate how tree planting works in the city, and how it will work in the future.

Displays of trees now available and recommended for planting in the campaign of San Francisco Beautiful will be displayed, together with panel photos of areas already being planted and those where planting is required.



31 Directors Take Office In 1962 For the Chamber

Thirty-one business executives have been elected or re-elected as members of the 1962 Chamber Board of Directors.

New directors are:

Ross Barrett, President, Foster and Kleiser; Ellis Brooks, President, Ellis Brooks Chevrolet; G. E. Coan, Vice President, San Francisco American Airlines, Inc.; J. R. Dant, President, States Steamship Company; M. H. Devito, Vice President and General Manager, The Emporium Caspary Company; R. M. Eubanks, Partner, Stevens, Eubanks Myerson & Company; H. P. Gough, Regional Vice President, General Electric Company; Richard G. Ham, Attorney; I. W. Hellmuth, Chairman of the Board, Wells Fargo Bank American Trust Company; George F. Hansen, Vice-President-Secretary, Matson Navigation Company; Raymond B. Mattson, President, Wilbur-Ellis Company; and William C. Wanch, Attorney (now president of the San Francisco Junior Chamber of Commerce).

William J. Rod, Western Vice President, John Hancock Mutual Life Insurance Company; Philip Di Giorgio, Executive Vice President, Di Giorgio Fruit Corporation; Lester Goodman, President, Gets Bros. & Company; Robert M. Haynie, President, Hunt and Haynie Corporation; Willis M. Holm, Regional Vice President, city mortgage department, The Equitable Life Assurance Society of the United States; William N. Jackle, General Manager, Southern Pacific Company; Harry A. Lee, Vice President, J. Walter Thompson Company.

Irvine M. Levin, Divisional Director, San Francisco Theaters, Inc.; Leonard S. Mosier, Architect; James L. Murphy, Jr., Resident Partner, Reynolds & Company; B. W. Pickard, Director and Vice President, Standard Oil Company of California Western Operations, Inc.; Edward C. Sequira, General Manager, Hotel Sir Francis Drake; Leo E. Sievert, Vice President-Executive Representative, The Atchison, Topeka & Santa Fe Railway System; Edward Lee Soule, Jr., President and General Manager, Soule Steel Company; Eric Sutcliffe, Partner, Orrick, Dahlgren, Herrington & Sutcliffe; Donald Watson, President, Weyerhaeuser Steamship Company; King Wilkin, Chairman of the Board, Zellerbach Paper Company; Ralph J. Wrenn, President, Siecher-Trause Lithograph Corporation; and Ross B. Yerly, Jr., Vice President-Marketing, Harrys Park Corporation.

Malagasy Minister To Select Consul

An honorary consul of Malagasy in San Francisco will be selected by Albert Sylla, Minister of Foreign Affairs of the Malagasy Republic with the cooperation of the Chamber, according to G. L. Fox, Executive Vice President.

"It was only in October of this year that the Chamber wrote to Foreign Minister Sylla suggesting that representation of his nation should be established in San Francisco," Fox said.

"It is most gratifying to see that the Chamber's role in promoting San Francisco as the 'Western Capital of the United States' is arousing widespread interest in countries throughout the world."

Hitting the High Spots

With **JOE HAUCHEY**

TOURISM IN THE PACIFIC BASIN area is studied in "The Future of Tourism in the Pacific and Far East." Prepared by Checchi & Co., it's available at \$400 from the Department of Commerce Field Office, 555 Battery St., San Francisco, 11, . . .

DR. MALCOLM H. McVICKAR, National Manager of Agronomy, Ortho Division, California Chemical Company, has been named as the first recipient of American Society of Agronomy's Agronomic Service Award. . . .

PROMINENT MONTEREY BUSINESSMAN, O. J. Plummer, Jr., succeeded Monterey Mayor L. M. (Sparky) Pollard, Jr., as president of the Sports Car Racing Assn. of the Monterey Peninsula. Plummer sees the new SCAMP program as one bringing "the biggest year in sports car racing not only in the Monterey area but on the whole Pacific Coast." . . .

AMERICAN BUSINESSMEN VISITING the Orient, South Pacific and Southeast Asia needn't worry about the perfect haircut. It's available near any of the modern hotels. But tourists risk their worthwhile visiting side street shops where the barbering is good, the service often fantastic, the color a thing for the "remember forever" file. . . .

CALIFORNIA CHAMBER OF COMMERCE second vice-president, Joseph A. Moore, Jr., reported "California's business activities remained at a high level during the month of October." Civilian employment for that month was up 1.7 per cent over the same month last year, he said, and manufacturing employment showed notable gains in transportation equipment, electrical machinery and supplies. . . .

HALEY CORPORATION'S crosstown move to the International Building in St. Mary's Square took the firm's well-travelled staff of business travel consultants to what the company terms "a new San Francisco landmark." . . .

WINE INSTITUTE'S BOARD of Directors approved nine new scholarships, totalling \$8,500, for continuing the program of scholarships for wine students at the University of California at Davis. . . .



CUSTOM-DESIGNED interiors by the City of Paris were featured during a recent press preview at the luxurious eight-room model apartment residence at 1080 Chestnut Street. Left to right are John P. Parsons, Vice-President of Transan Properties, Inc., Nancy Mejors, Director of Special Events for Transan Properties, and George DeBonis, President of the City of Paris. The painting in the background is a 17th century Dutch masterpiece by Jan de Bray. Price tag on the cooperative residence, located on the 14th floor of the 19-story edifice, is \$110,770. . . .

THE DISCOVERY of new or little known industrial firms with highly developed capabilities and techniques adaptable to space age production is a major goal of the Western Space Age Industries and Engineering Exposition to be held April 25-29 at the Cow Palace. "Our exposition format is a new concept, encompassing every phase of the West's productive capacity for national defense and the nation's economy," O. R. Doerr, President of the Chamber, which is the executive coordinating agency for the exposition, said. The Western Exposition will provide a showcase for virtually every type of industry, research and development organization and materials supplier. . . .

PRESBYTERIAN MEDICAL CENTER Auxiliary and Princeton Alumni Association of Northern California are sponsoring Princeton Triangle Club's premier performance in San Francisco of "Tour de Force" on Thursday evening, December 28, at the War Memorial Opera House. The entire proceeds are for the benefit of the Presbyterian Medical Center. Arrangements are being coordinated by Ivy Lee, Jr. in behalf of Princeton, and Mrs. Fred Cox for the Presbyterian Medical Center Auxiliary. Tickets will go on sale November 27 at Sherman Clay Box Office, Kearny and Sutter Streets, San Francisco, EXbrook 7-0717. . . .

THE WORLD'S LARGEST GARAGE plans were unveiled for the Public Utilities Commission of a "preliminary schematics study" of the four-level, 8,000-car parking facility proposed for the San Francisco International Airport. . . .

GENERAL ELECTRIC has unveiled a new development in use of stainless steel—the inner and outer sheathing of a 24-ton cask for transport of nuclear materials from the Atomic Energy Commission plant at Hanford, Washington, to Oak Ridge, Tenn. . . .

SANTA FE RAILWAY announced retirement of Director and executive committee member, Edward L. Ryerson, Chicago, effective at year's close. Ryerson has served as Santa Fe board member since April, 1942, on the executive committee since 1947. . . .

NATION-WIDE DISTRIBUTION plus Canadian circulation is assured for San Francisco's 11-year-old redesigned Welcome Map, according to publisher Bob Babcock. While general format is unchanged, industrial designers Walter Landor & Associates have refashioned the map's front cover and inner art work. . . .

WELLS FARGO BANK-AMERICAN TRUST's monthly Business Review notes that northern California continues to lead the rest of the state in a show of relatively higher business gain. Civilian employment was up three per cent, manufacturing jobs up two, against two and one per cent, respectively, for the rest of the state, the Review said. . . .

ATLANTIC-PACIFIC DRIVE-AWAY Company honors Diners' Club cards of those using the personalized driving service of the corporation with offices in seven cities, company officials here said. . . .

BALLANTINE'S SCOTCH WHISKY will stimulate pre-Christmas buying with an extensive campaign featuring 76 holiday posters from Foster and Kleiser for the San Francisco-East Bay markets. . . .

THE BAY AREA Air Pollution Control District has announced publication of two new manuals on the district's regulations. Both are available now. They are The Effect of Air Pollution Control Regulations on Refuse Disposal from Industrial, Commercial and Institutional Operations (11-61), and The Effect of Air Pollution Regulations on Fuel Oil in Heat Transfer Operations (12-61). They may be obtained free from the Public Information Office of the District Headquarters. . . .



CLAY BERNARD, (l) Assistant to the Vice President of Sales, Western Airlines, presents a mounted photograph of Western's new 720-B jet to G. L. Fox, (r.) Executive Vice-President of the Chamber. The occasion was inauguration of service with "the fastest plane this side of the sound barrier." The picture was one of two presented to San Francisco civic leaders. . . .

TWO MEMBERS of the June, 1962, class of the Harvard Graduate School of Business Administration will be in the Bay Area Dec. 18-Jan. 11, to present qualifications of 50 members of the class who want to locate in the Bay Area. Christian Hoebich and Roger Titus will have resumes of classmates' qualifications. They may be contacted at PR 6-3850, Extensions 346 or 316. . . .

WORLD TRADE ASSOCIATION guests of the past two weeks were Yuri V. Filippov, Counselor of the Soviet Embassy, and Jefferson Beaver, member of the U. S. Marketing and Development Mission to Nigeria. Filippov addressed a World Trade Club luncheon on Soviet-American trade relations. Beaver detailed observations of his recent inspection trip to Nigeria. . . .

U. S. LABOR DEPARTMENT has issued a valuable new pamphlet for executives, accountants and personnel executives — "National Survey of Professional, Administrative and Technical Pay." The bulletin may be purchased from the Labor Department's Bureau of Labor Statistics, 630 Sansome St., San Francisco, 11. Price, 30 cents. . . .

DONALD W. BRUNDAGE, industrial designer of San Francisco, has been elected President of the Industrial Designers Institute which held its annual board meeting in Boston last October. . . .

THE MARINE EXCHANGE of the San Francisco Bay Region has urged passage of a state law requiring examination and licensing of pleasure boat operators. . . .

GEORGE M. LIVELY has been appointed General Manager of George Reproduction Company, 217 Second Street. . . .

PRESIDENT JOHN F. KENNEDY has announced a new Export-Import Bank which consists of two separate programs—the first consisting of a system of export credit insurance to exporters, and the second of a system of guarantees to be issued by the Bank directly to commercial banks undertaking the financing of exports. . . .

F. HERBERT HOOVER has been appointed banquet promotion manager of the Hotel Mark Hopkins. . . .

New Chamber Members



David Kikkert Frank L. Spiller Newton P. Steacy Glen F. Simmons Boyd B. Burnside

New members recently added to the Chamber roster include the above (left to right):

David Kikkert, *David Kikkert and Associates*, 760 Golden Gate Avenue; Frank L. Spiller, President, *Atlas Painting Company, Inc.*, 1795 Yosemite Avenue; Newton P. Steacy, *Commissioner for Trade and Tourism for the Province of British Columbia*, British Columbia House, 599 Market Street; Glen F. Simmons, President, *Simmons Air Service, Inc.*, 1224 Rhus Street, San Mateo; and Boyd B. Burnside, Manager, *Seal Rock Inn*, Point Lobos Avenue and 48th Avenue.

Chamber Directors Back 4-County Bay Area Rapid Transit Proposal

The San Francisco Bay Area Rapid Transit System plan for four counties has been approved in general by the Chamber's Board of Directors, according to G. L. Fox, Executive Vice President.

Action of the Chamber Directors resulted from recommendations made by the Chamber Civic Development Committee, of which George F. Hansen, Vice President-Secretary of Matson Navigation Company, is chairman; the Mass Transit Section, of which V. S. Herrington, Manager, product sales, Pacific district, General Electric Company, is chairman; and the Regional Problems Section, of which Roy N. Buell, Division Manager, The Pacific Telephone and Telegraph Company, is Vice Chairman.

"The San Francisco Bay Area rapid transit plan has been worked on since 1951 by those concerned with providing a free flow of traffic and balanced transportation facilities," Hansen said. "We are in desperate need of a regional system which offers speed, safety, convenience and competition to accommodate heavy morning and evening rush-hour peak movements — the hours during which more than 50 per cent of the 24-hour week-day traffic occurs.

"It is of vital importance that the regional rapid transit project be carried through to insure the growth and development of the Bay Area."

Chamber Augments Sales Crew

Three new salesmen have been added to the staff of the membership relations department of the San Francisco Chamber, according to department manager Herbert H. Harmon.

They are Earle L. Hawkins, Ben Peralta and Butler O'Hara. The new positions reunited Hawkins and O'Hara, both of whom attended Lambuth College in Jackson, Tenn. Peralta, a native San Franciscan, matriculated at the University of San Francisco.

All three boast extensive sales and personnel-work backgrounds and come to the Chamber with thorough grounding in work entailing the demands of the Chamber's membership department.



Butler O'Hara



Earle L. Hawkins

Ben Peralta

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

D. R. DOERR, President
G. L. FOX, Executive Vice President
M. A. HOGAN, Secretary
JOSEPH I. HAUGHEY, Editor
CHARLES MORGAN, Associate Editor

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Retail Merchants Association Elects '62 Officers

Newly elected officers of the Retail Merchants Association of the San Francisco Chamber of Commerce are Jack Podesta, President; Jack Hardy, First Vice President; Lucien W. Simon, Second Vice President; and H. V. Starr, Managing Director.

Podesta, a partner in Podesta Baldocchi Florists, is a graduate of the University of California and a paratroop veteran of World War II where he rose to the rank of Captain in the 101st Airborne Division. He is active in many civic and commercial organizations in the Bay Area.

Hardy is Vice President and Merchandise Manager of Bullock & Jones and a past Executive Vice President of the San Francisco Junior Chamber of Commerce. A native San Franciscan, Hardy is a graduate of Oakland Technical High School.

Simon, a partner in Simon Bros. Gourmet Mart, is also First Vice President of the California Grocers Association and was formerly President of the Retail Grocers Assn. of San Francisco.

Starr is Manager of the Civic Development Department of the San Francisco Chamber of Commerce.

The four were named to their posts at a breakfast meeting of the Retail Merchants Assn.



1962 Officers of the Retail Merchants Association of the San Francisco Chamber of Commerce are (left to right): Jack Hardy, Bullock & Jones, First Vice President; Harold V. Starr, Managing Director; Jack Podesta, Podesta Baldocchi, President, and Lucien W. Simon, Simon Bros. Gourmet Mart, Second Vice President.

Chamber TV Program Set For New Year's

"Perspectives for 1962" will be discussed by officials and staff members of the Chamber on KRON-TV (channel 4) Monday, 6:15-6:30 p.m.

Willis M. Holtum, 1962 President of the Chamber and Regional Vice President, city mortgage department, The Equitable Life Assurance Society of the United States, will make a general survey of Chamber problems and prospects for the coming year.

Other participants will include G. L. Fox, Executive Vice President of the Chamber; Sydney H. Keil, General Manager; Lewis M. Holland, Manager of the Chamber Industrial Department; Charles C. Miller, Transportation Department Manager; Randle P. Shields, Manager, Agriculture Department; Harold V. Starr, Manager, Civic Development Department; and James P. Wilson, World Trade Department Manager.

KRON newsman Art Brown will be the announcer. Fox will be the moderator.

Committee Protests Aleazar Demolition

San Francisco Beautiful, with the support of 12 other San Francisco organizations, filed a protest against the demolition permit granted to Handlery Hotels to destroy the Aleazar Theater for the construction of a 70-car parking lot, according to Mrs. Hans Klussman, Chairman.

Supporting the protest were the Retail Dry Goods Assn., the Labor Council, the Golden Gate Restaurant Assn., the San Francisco Planning Commission, the Legislation Committee of the San Francisco Area World Trade Assn., Actors Equity Assn., San Francisco Theatrical Federation, San Francisco Ballet Guild, the California Heritage Council, the Society for the Preservation of Period Architecture, the Building Maintenance Employees Assn., and the Regular Veterans Assn.

S. F. Quotes

"I'd rather be an electric light-pole on Powell Street than own all of the country!"

Tessie W'ill

Esquire Theatre Enhances Frontage

Street-tree planting ceremonies were held recently in front of the Esquire Theatre, according to Mrs. Hans Klussmann, Chairman of San Francisco Beautiful, an affiliate of the Chamber.

In keeping with the civic movement—spearheaded by the Chamber and the Street-Tree Planting Division of the Department of Public Works—to make San Francisco verdant, the Esquire completed a \$150,000 remodeling project, capped by the tree-planting program.

The Esquire rejuvenation is the second recent major theatre overhaul by the North Coast Theatres, who spent \$250,000 in April, 1959, on Market Street's United Artists Theatre.

A few years ago the Orpheum Theatre also was completely renovated and redecorated for more than a half-million dollars, bringing the total amount spent recently by North Coast on its Market Street properties to about three-quarters of a million dollars.

S.F. Business Activity Shows Big Gain in November

November business activity in the San Francisco Bay Area was considerably higher than for the corresponding month in 1960, according to the Research Department of the San Francisco Chamber of Commerce.

The Chamber index of business activity in San Francisco stood at 200.7 in November, 9.6 per cent above that of a year ago, although 3.9 per cent less than October of this year.

All four components of the business index showed gains. Bank debits increased by 12.1 per cent in November over the same month last year, department store sales were up 3.6 per cent, electric energy sales 7.2 per cent, and freight carloadings 5.5 per cent above a year ago.

Oakland showed a bank debit increase of 12.6 per cent and department store sales increased 4.2 per cent in November. San Jose recorded gains of 21.4 per cent and 6.1 per cent, respectively, in these departments.

Total employment in the San Francisco-Oakland area was up 2.2 per cent over November, 1960, and unemployment dropped one-half of one per cent. Biggest gains in the government and services categories, 4.5 per cent and 3.2 per cent, respectively.

Average weekly wages also rose in the San Francisco-Oakland area. For the fourth consecutive month, weekly wages topped \$150 in the construction industry in October, 5.3 per cent above the 1960 average of \$142.66 for the same month last year.

Manufacturing workers' average wages were up 3.6 per cent from October 1960 to \$114.36 per week in October 1961, and up 2.6 per cent in Santa Clara County to \$111.38 per week.

Measured by building permits authorized, construction in the Bay Area's nine counties topped \$80 million for the first eight months this year and permits issued thus far are valued at more than \$893 million—13.9 per cent above the same period last year and higher than any full year on record. Residential construction alone is ahead of the entire year of 1960 and about even with 1959, the former record year.

In San Francisco, total value of permits issued approached \$10 million—27.6 per cent above November, 1960. Number of permits rose 27.9 per cent. Residential construction permits remained at the same level of value, \$39 million, for the first 11 months of this year compared to the similar period last year, but the number of dwelling units authorized was off 18.6 per cent.

Major projects authorized in San Francisco included Port-mouth Plaza underground garage, \$2,221,000; Railway Express Agency distributing center at Egbert and Carroll Streets, \$932,000; and the Holy Trinity Greek Orthodox Church on Brotherhood Way, \$600,000.

Value of all construction authorized in San Francisco now has topped the \$100 million mark for 11 months of 1961.

World trade scored impressive gains in September (latest month for which data are available). Exports were up 38.2 per cent and imports 11.7 per cent over the corresponding month of 1960. For the nine months of the year exports were 31.1 per cent ahead of 1960 but imports were off 26.8 per cent in the San Francisco Customs District.

Shipping in November in Bay Area ports showed slight gains over a year ago, but the year-to-date totals showed a two per cent loss in incoming and outgoing cargo vessels.

Passenger traffic at San Francisco International Airport is comparable to last year for the first ten months, but mail carried was

almost 25 per cent higher, air express 10 per cent higher, and air freight 12.6 per cent ahead of the ten-month period of 1960. In Oakland, however, airline arrivals and departures and passenger traffic declined considerably as a result of cessation of certain airlines' services this year.

Business Activity Through November, 1961

I. SAN FRANCISCO ACTIVITIES

GENERAL BUSINESS ACTIVITY INDEX*

CONSTRUCTION PERMITS					
Residential Permits	Number	88	-8.3	789	-10.7
Total permits issued	Number	1,178	27.9	12,672	17.1
Residential permits	Value	2,805,850	29.1	39,589,587	21.0
Non-residential	Value	4,454,960	28.7	30,695,109	-0.1
Additions, alterations, repairs	Value	2,579,043	-21.8	31,957,977	8.8
Total value of permits	Value	9,839,853	27.6	102,242,666	3.2
Dwelling units authorized	Number	189	4.4	2,485	-18.6
Single-family units, new	Number	72	-4.0	523	-14.4
Two-family units, new	Number	10	-44.4	2	-20.0
Multi-family units, new	Number	107	21.6	1,852	20.8

REAL ESTATE

Deeds recorded	Number	1,375	0.3	15,758	3.8
Mortgages and deeds of trust	Number	20,819	20.3	18,076	14.0
Amount		31,392,811	32.4	360,553,864	49.5

FINANCE

Bank debits	\$000	5,584,530	12.1	60,444,544	11.7
Post receipts		3,755,511	1.2	35,110,714	2.0
Pacific Coast Stock Exchange	shares traded	4,831,222	21.8	67,236,718	66.5
Market value	\$	110,357,214	60.7	1,179,531,799	47.0
San Francisco Mining Exchange	shares traded	3,423,447	241.3	18,000,789	82.5
Market value	\$	462,149	493.2	2,640,037	145.4
Retail Department Store sales	Index*	154.1	3.6	123.6	0.7
Commercial failures	Number	8	-20.0	11.0	-1.8

TRANSPORTATION

San Francisco Airport Traffic					
Planes in and out	Number	12,558 (a)	0.8	117,875 (b)	-3.7
Passengers off and on	Number	424,798 (a)	2.5	3,942,552 (b)	0.9
Total mail by air	Pounds	5,371,104 (a)	17.9	50,494,196 (b)	24.8
Air express loaded, unloaded	Pounds	865,349 (a)	1.0	8,199,781 (b)	10.0
Air freight loaded, unloaded	Pounds	12,224,124 (a)	20.9	98,655,133 (b)	17.6
Express shipments, air	Number	15,684	3.8	170,759	0.3
Express shipments, rail	Number	54,646	-7.4	574,662	-4.3
Freight car movements	Number	11,349	5.5	118,808	-4.3
Truck movements—San Francisco bridges	Index*	181.5	4.6	180.8	3.1

PORT OF SAN FRANCISCO

Total	Revenue tons	453,221	8.8	4,947,611	-6.1
Coastwise	Revenue tons	17,761	38.4	129,745	24.9
Inland waterway	Revenue tons	144,531	0.1	1,688,603	-7.0
Intercoastal	Revenue tons	23,024	41.4	228,939	-24.5
Foreign	Revenue tons	267,905	10.3	2,800,324	-4.8

UTILITIES

Electric energy sales	Index	188.0	7.2	175.7	5.3
Gas sales (industrial and commercial)	m.c.f.	133,677	5.8	1,558,442	0.9
Water sales (industrial and commercial)	m.c.f.	4	1.0	185.9	1.0
Water sales (residential)	m.c.f.	132,127	7.3	1,396,96	0.2

VISITOR AND NEWCOMER INQUIRIES

Number	979	4.0	19,418	-12.1
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SAN FRANCISCO CONSUMER PRICES (all items)

Index*	134.9	1.4	134.2	1.4
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II. BAY AREA ACTIVITIES

CONSTRUCTION PERMITS (9 counties)

Total permits authorized	\$ millions	80.18	27.9	893.24	13.9
Residential only	\$ millions	52.73	42.0	514.46	8.9
Dwelling units	Number	4,390	30.8	45,470	6.0

EMPLOYMENT (6 counties)

Total	Number	1,169,100 (p)	2.2	1,165,220 (p)	2.7
Agriculture	Number	16,400 (p)	-2.4	18,110 (p)	1.6
Construction, contract	Number	72,700 (p)	-1.4	70,460 (p)	-0.6
Manufacturing	Number	203,600	1.5	202,450 (p)	2.5
Food, comm., utilities	Number	107,550 (p)	0.1	106,930 (p)	-0.8
Wholesale trade	Number	81,400 (p)	1.0	81,410 (p)	0.1
Retail trade	Number	182,500	4.5	177,160 (p)	0.9
Finance, insurance, real estate	Number	79,000 (p)	2.9	77,470 (p)	4.1
Services	Number	209,400 (p)	3.2	205,510 (p)	3.2
Government: Federal, State, Local	Number	62,000	4.5	206,880 (p)	4.1
Unemployment	Number	62,000	-0.5	71,790	22.6
% of work force		5.0	-3.9	5.8	23.4

RETAIL DEPARTMENT STORE SALES

Oakland (unadjusted)	Index*	105.4	1.2	79.3	4.2
San Jose	Index*	433.3	10.0	327.7	6.1

WAGES (average weekly earnings)

Food, comm., utilities	Dollars	114.36 (a)	3.6	113.08 (b)	3.4
Construction (6-county area)	Dollars	150.23 (b)	5.3	145.43 (b)	2.5
Construction (6-county area)	Dollars	94.12 (a)	4.5	84.45 (b)	6.3
Retail trade (6-county area)	Dollars	111.38 (a)	2.6	110.21 (b)	0.9

TRANSPORTATION

Freight car movements in eleven Bay Area Cities	Number	47,512	9.1	512,800	-2.0
Traffic into northern California	Number	72,805	9.1	1,099,318	10.1
Out of state passenger cars	Number	163,373	2.7	2,819,690	9.3
Cargo Vessels (San Francisco Bay)	Number	396	3.4	4,559	-2.3
Arrivals	Registered tons	2,099,455	4.9	23,349,468	-2.5
Departures	Registered tons	2,147,988	5.1	23,349,468	-4.0

BRIDGE TRAFFIC

San Francisco—Oakland Bay Bridge	Crossings	3,335,918	2.8	37,044,099	3.8
Golden Gate Bridge	Crossings	1,643,038	9.4	19,036,334	7.3

WORLD TRADE (San Francisco Customs District)

Imports	\$ value	67,829,813 (c)	11.7	369,508,982 (d)	-26.8
Exports	\$ value	63,116,069 (c)	38.2	522,090,075 (d)	31.1
Fruits and vegetables	carlots	3,634 (a)	8.3	36,336 (b)	0.5
Livestock slaughter	(thousands of head)	115 (a)	19.8	1,033 (b)	3.5

*Index based on 1947-49 average = 100: (a) October; (b) 10 months; (c) September; (d) 9 months; (p) preliminary.

Hitting the High Spots

With JOE HAUGHEY

SAFeway STORES sales showed a gain of 3.11 per cent over a comparable period in 1960 for the 48-week period ending Dec. 2, 1961. Gains were recorded despite Safeway's sale this fall of 163 stores in its New York Division. . . . **PUBLIC UTILITY BUYERS** of the National Assn. of Purchasing Agents will hold their 31st annual mid-winter conference Feb. 4-6 at the Edmont Hotel. . . .

SHELL OIL COMPANY announces the appointment of Thomas S. Johansen to the newly created post of manager of liquefied petroleum sales. Johansen lives in Los Altos. . . .

LITTON INDUSTRIES, INC. has acquired the Ingalls Shipbuilding Corporation of Pascagoula, Miss., builder of nuclear submarines. . . .

SANTA FE railroad announces appointment of Robert E. Welk to the newly created post of administrative assistant to the road's law department at Los Angeles. Welk received the distinguished service award of the Junior Chamber in 1956. . . .

BAY AREA CONTRACTORS were awarded \$1,204,350 in ship repair work in the month of November, according to the United States Navy. The Naval Shipyard also farmed out an additional \$77,000 during the month. . . .

SMALL BUSINESS ADMINISTRATION exhibitor booths will demonstrate uses of SBA to small businesses needing money for machinery or equipment at the Western Space Age Industries and Engineering Exposition April 25-29 at San Francisco's Cow Palace. . . .

DANIEL HAAGENS, director of the San Francisco C-E-I-R Center, announced addition of an IBM 7090/1401 computer to its facilities. Space has been leased in the Kaiser Building, Oakland, to utilize a portion of time available on the new computer. . . .

WESTERN AIRLINES has appointed Forrest R. Mulyane as news bureau manager. The airline's new service will be directed by Mulyane from Western Headquarters at Los Angeles International Airport. . . .

VARNER-WARD Leasing Company has opened San Francisco's newest auto-truck leasing service in offices at 1525 Franklin St., San Francisco. Varner-Ward extends to individuals and small businesses leasing facilities already available to larger firms. . . .

STATE STEAMSHIP'S newest vessel, the S.S. Washington, slipped down the ways at Newport News, Virginia, Friday, December 15. The Washington was the third ship in the line's \$66 million, six-ship building program. . . .

SAN FRANCISCO PLANNING and Urban Renewal Assn. (SPUR) will conduct its annual conference on "The Face of the City—Environmental Design," Wednesday, January 17. All segments of San Francisco life interested in beautification of the city will be represented. . . .

STEVE Y. MORONAGA, eight-year veteran of Japan Air Lines, has been made tariffs manager for the line's American region. He steps up from the job of assistant tariffs manager at JAL's main Tokyo office. . . .

WESTERN PACIFIC Railroad's board of directors has announced election of Leland B. Flint, Salt Lake City, to fill vacancy left by the death of J. Renben Clark, Jr. . . .

HILLER AIRCRAFT Corporation announced appointment of Raymond (Bud) Chaney as Manager of Military Requirements, to establish company programs supporting requirements of the military services. . . .

MISSION STREET MERCHANTS of San Francisco have elected Clark W. Johnson, manager of Hale's Mission Street Store, as president. Johnson and other new officers will be inducted January 16 at a banquet in Sabella's Capri Room, Fisherman's Wharf. . . .

New Chamber Members



Curt Schwarz Dan Strohl Thomas H. Fraser John J. Kurzwel Kenneth A. Fraser

New members recently added to the Chamber roster include the above (left to right):

Curt Schwarz, San Francisco Advertising Sales Manager, *Newsweek* Magazine, 155 Montgomery Street; **Dan Strohl**, President, *Lakeshore Hi-Fi, Inc.*, 222 West Portal; **Thomas H. Fraser**, President, *Fraser Productions*, Columbus Tower; **John J. Kurzwel**, Manager, *Atlantic-Pacific Drive-Aways*, 260 Kearny Street; and **Kenneth A. Fraser**, District Sales Manager, *National Airlines, Inc.*, 455 Post Street.

DONALD WATSON, president, Weyerhaeuser Steamship Co., denounced the California Assn. of Port Authorities for rejection of steamship lines' protests against a 33½ per cent increase in California port docking charges. . . .

UNIVERSITY OF HAWAII has announced the ninth session of its Advanced Management program, scheduled for the summer of 1962. Teaching staff for the six-week course is drawn entirely from Harvard Graduate School of Business Administration. . . .

DON SHERWOOD, self-styled "World's Greatest Disc Jockey," won the John Swett award from the California Teachers Assn. for his outstanding contribution to education. The same award went to his station, KSFO. The honors were passed out in recognition of contribution by Sherwood and the station for passage of a bond issue for Mario County schools. . . .

TRANS/HILL PROPERTIES, Inc. officially takes over the Mark Hopkins Hotel on Jan. 10. In cooperation with Kratter Corporation, Trans/Hill is studying a plan to construct a 15-story, 250-deluxe room addition to the hotel on the Pine Street side of the property. . . .

THE MARINE EXCHANGE, 112 years old, has re-elected Henry R. Rolph, San Francisco admiralty attorney, its president. Maritime service program of the Exchange includes ship movement reports and development of commercial and industrial methods in the industry to eliminate "red tape" paper work. . . .

CALIFORNIA WINE INSTITUTE announced award of \$150 first prize in National Wine Week Window Display Contest to James H. Stearns, display manager of San Francisco's Cump's, Inc. . . .

THE NATIONAL SPORTS AND BOAT SHOW (Feb. 2-11) will feature a large exhibit of the Italian government, entered through the Italian Ministry of Trade. . . .

SANTA FE RAILROAD announced an increase in total cars moved over the same week of 1960. In week ending Dec. 16, 31,993 cars moved, compared with 31,240 in same week of last year. . . .

TWO-MILLION-DOLLAR GRANT from the National Institutes of Health has resulted in establishment of a Heart Research Center at Praelyrian Medical Center, Clay and Webster Streets. . . .

EICHLER HOMES, INC., voted an increased regular quarterly dividend of 12½ cents a share, payable January 19 to stockholders of record on Jan. 5. Directors also voted a two per cent stock dividend issuable Feb. 15 to stockholders of record Jan. 5. . . .

MOVING DAY for the occupants of 19 apartments in Transal Properties' new 1818 Broadway has been set for early autumn, apartment management announced after sale of the \$309,000 penthouse to Chicago attorney and industrialist Howard Weiss. . . .

DRAPER COMPANIES' Real Estate Brokerage Division announced the appointment to its staff of Ronald L. Lyons, formerly of Harrigan, Weidemuller Co. . . .

SHELL OIL COMPANY has appointed P. R. Burgdorf credit manager of the company's San Francisco division. He succeeds retiring manager James P. Robinson. . . .

ELECTRON TUBE DIVISION of Liton Industries has appointed Orion L. Hoch manager of the division, according to Norman H. Moore, Division General Manager and Vice President. . . .

KCBS announced renewal of year-long contracts by American Airlines, Trans World Airlines and International Nickel. American has sponsored "Music Till Dawn" on the station for nine consecutive years. . . .

CALIFORNIA'S FAIR EMPLOYMENT PRACTICES Commission announced hiring or upgrading of Negro workers by companies in private industry and in public service. Announcement came in a year-end survey issued by Commission Chairman John Anson Ford. . . .

RENOVATION OF THE WHITE HOUSE will occupy the attention of visitors to San Francisco Market Week, Jan. 22-26. Speakers at the White House event will include a representative of the committee advising Mrs. John F. Kennedy, and California representatives of the American Institute of Decorators and the National Society of Interior Designers, working on the renovation project. . . .

GREYHOUND LINES has completed arrangements with management of Seattle's "Century 21" fair for individual and escorted bus tours to the Washington city's exposition. Fares will include hotel reservations, rides to the Fair via monorail, admission to the Fair, and land and water sightseeing tours of the Seattle area. . . .

KCBS NEWSMAN Don Webster has been elected to the Board of Directors of the Northern California chapter of Sigma Delta Chi, national professional journalism society. . . .

UNIVERSITY OF CALIFORNIA Extension classes account for 26 per cent of all adults registered in extension classes in United States public universities, according to the U. S. Office of Education. . . .

(Turn to page four)

Work Together . . . Stay Together



Edgar W. Price

Mrs. Price

Mrs. Bing

Louis S. Bing

A new advertising and sales promotion agency, servicing the retail furniture field and comprised of two couples—husbands and wives—has been established in the Western Merchandise Mart, 1355 Market Street.

The new enterprise, Bing and Price, Inc., is headed by Mr. and Mrs. Louis S. Bing and Mr. and Mrs. Edgar W. Price, who have recently joined the membership roster of the Chamber.

Louis S. Bing, veteran of the furniture business, was president of The Bing Company of Cleveland, a furniture chain (12 stores) for many years, and is familiar with all-sized furniture store operations from a large promotional downtown metropolitan store to smaller units in rural and industrial areas. He was the winner of the Cavalier Award of the furniture industry in 1944 for excellence of service to the entire industry.

Edgar Price, with 30 years experience in executive management in sales promotion, advertising, radio and TV production formerly was publicity director of The Bing Company in Cleveland. He also has been associated with the May Company Department Stores, Ohringer Furniture Co., and other leading stores, advertising agencies and radio and TV stations.

Mrs. Natalie Burt Bing still operates a chain of retail furniture stores in communities in the vicinity of London with downtown offices in Regent Street.

Mrs. Joan Boor Price has spent her business career in the retail field with experience in marketing and new products research at the manufacturing level and as a buyer for May Company Department Stores and other large department stores in the East.

Bing and Price, who are seeking middle-of-the-road furniture stores in northern and central California, plan to extend their stores from San Diego to Seattle and as far East as Denver. The firm hopes to achieve a goal of 100 stores soon.

S. F. QUOTES

"If you're alive, you can't be bored in San Francisco."

—WILLIAM SAROYAN

Calendar

January 9 — AGRICULTURAL COMMITTEE MEETING—Subject: Panel Discussion: California Farm Commodities and the World Market, Commercial Club, 12 noon.

Chamber Research Expert on KFRC

Nancy Henry, Supervisor of Information, Research Department of the Chamber, will discuss unusual aspects of her work in servicing the public on "San Francisco Report," to be heard over KFRC, 10:30 a.m., Sunday.

G. L. Fox, Executive Vice President of the Chamber, will interview Miss Henry.

The show is one in a series sponsored by the Chamber.

Reppas Is Elected 1962 President of S. F. Junior Chamber

George S. Reppas, a 34-year-old CPA and partner in the firm of Reppas & Bradshaw, has been elected the 36th President of the San Francisco Junior Chamber of Commerce.

Reppas, who lives at 1030 San Raymond Road, Hillsborough, succeeds William C. Wunsch, an attorney for the U.S. District Court. Wunsch will remain on the Board of Directors of the Junior Chamber and will also serve as Assistant Treasurer of the San Francisco Chamber of Commerce.

Others elected:

John Burgwardt, Executive Vice President; Frank Trosel, Vice President and Treasurer; James Warner, Coordinating Vice President; Nelson Nauman, Vice President for Activities; Ross Curman, Vice President for Membership; and Robert Desky, Vice President for S.N.I.

Reppas graduated from Fremont High School (Oakland) and received his BA in 1951 from Stanford and his MBA in 1953 from the same school. He is well-known in the Bay Area and at Stanford for his ability on the rugby field, as well as for being the organizer and initiate chairman of the present rugby organization at the Olympic Club in San Francisco.

In addition to his many duties with the Junior Chamber and the Olympic Rugby Association, Mr. Reppas' other activities include:

Board of Trustees, Crystal Springs School, Hillsborough; Board of Directors, Beta Rho Assn. of Delta Tau Delta; Board of Directors, Stanford Jr. Alumni Assn.; Board of Directors, Alee Membership Shopping Center; President, Marathon Production, Inc., Hollywood; Vice Chairman, Building Fund Committee of the Greek Orthodox Church of San Mateo County; Board of Directors, Branner & Associates, Inc.; Board of Directors, Rugby Football Union of Northern California.

Highspots

(Continued from page three)

LARRY BARRETT interests have invested more than \$300,000 in purchase of five acres of land in South San Francisco, expanding Peninsula headquarters for Jack Barrett Truck and Auto Leasing, Inc. . . .

CALAVERAS CEMENT COMPANY fired up its new 425-foot kiln at its plant 12 miles north of Redding on December 15. Flintkote Company, Calaveras' parent organization, invested some \$15 million in the new venture. . . .

PALO ALTO VETERANS ADMINISTRATION Hospital will launch renovation of seven buildings. Bids will be received until 1:30 p.m., Jan. 30. Estimated cost of demolition and rebuilding project is \$3.3 million. . . .

STECHER-TRAUNG LITHOGRAPH Corp.'s board of directors has elected Norman Power Vice-President in charge of production, Western Division, according to firm's president, Ralph J. Wrenn. Power is production manager at the company's San Francisco plant at 600 Battery Street. . . .

BAY REGION BUSINESS

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